

---

# Bloomington Area Summer Visitor Profile

---

**Final Report**

**September 2012**

---

*Prepared for:*

**Bloomington Visitor & Convention  
Bureau**

*Prepared by:*

**Andrew Oftedal, M.S.  
Ingrid Schneider, Ph.D.**

---

## ACKNOWLEDGEMENTS

The authors gratefully acknowledge funding from the Bloomington Convention and Visitors Bureau and the detailed project work of a sub-committee including: Jan Kroells, Heather Proskey, Steve Markuson, Gayle Junnila, and Adam Johnson. Thank you to data collectors Cameron Swenson, Eliza Grimes, Emily Carr, Hannah Hutchins, Jesse Williams, John Briel, Lauren Allen, Mary Hammes, and Sam BeVier. Thank you to Ben Winchester, Sarah Thiede, and Samantha Bruno of the University of Minnesota Center for Small Towns for data entry. We appreciate Ryan Pesch of the University of Minnesota Extension Community Vitality for producing the visitor maps and Hung Tuan Tran for data checking. A special thanks to the many sites who opened up their organizations for our data collection efforts:

**Anthony Spears**

*Crowne Plaza Minneapolis Airport Hotel*

**Brandon Bolduc**

*Best Western Plus*

**Christopher Giaimo**

*Crowne Plaza Minneapolis West*

**Hannah Kowalski**

*Mall of America*

**Heidi Olson**

*Country Inn & Suites*

**Jim Saccoman**

*Radisson Hotel Bloomington and Water Park  
of America*

**Jim Waldvogel**

*Hilton Minneapolis/Bloomington*

## TABLE OF CONTENTS

|  |            |
|--|------------|
| <b>Acknowledgements .....</b>                                | <b>ii</b>  |
| <b>Table of Contents .....</b>                               | <b>iii</b> |
| <b>Figures and Tables .....</b>                              | <b>iv</b>  |
| <b>Introduction.....</b>                                     | <b>1</b>   |
| <b>Methodology .....</b>                                     | <b>1</b>   |
| Study Setting .....  | 1          |
| Sampling .....   | 1          |
| Respondent approach and screening.....                       | 2          |
| Questionnaire .....  | 2          |
| Response rate .....  | 3          |
| Analysis .....   | 5          |
| <b>Results .....</b>   | <b>5</b>   |
| Respondents.....   | 5          |
| <i>Demographics.....</i>                                     | <i>5</i>   |
| <i>Primary residence.....</i>                                | <i>7</i>   |
| <i>Past visitation .....</i>                                 | <i>10</i>  |
| 2012 Trip information .....                                  | 11         |
| <i>Duration.....</i>   | <i>11</i>  |
| <i>Lodging.....</i>  | <i>11</i>  |
| <i>Transportation.....</i>                                   | <i>13</i>  |
| <i>Group composition and size.....</i>                       | <i>13</i>  |
| Trip activities .....  | 15         |
| Trip purpose and planning .....                              | 19         |
| <i>Primary reason for making trip.....</i>                   | <i>19</i>  |
| <i>Trip planning timeframe and information sources .....</i> | <i>20</i>  |
| <i>Use of social media during trip .....</i>                 | <i>27</i>  |
| <b>Brief Discussion .....</b>                                | <b>32</b>  |
| <b>References.....</b>                                       | <b>34</b>  |
| <b>Appendices.....</b>                                       | <b>35</b>  |
| Appendix A: Study area .....                                 | 36         |
| Appendix B: Weekday sampling.....                            | 36         |
| Appendix C: Study sites .....                                | 37         |
| Appendix D: Survey instrument (June 22 – July 12).....       | 38         |
| Appendix E: Survey instrument (July 13 – August 19).....     | 40         |

## FIGURES AND TABLES

|   |    |
|---|----|
| Figure 1: Screening questions for potential respondents to the 2012 Bloomington Area Visitor Survey.....                                  | 2  |
| Figure 2: Month respondents completed 2012 Bloomington Area Visitor Survey (n=738).....   | 4  |
| Figure 3: Day of the week respondents completed 2012 Bloomington Area Visitor Survey (n=738).....   | 4  |
| Figure 4: Location where respondents completed 2012 Bloomington Area Visitor Surveys (n=738).....   | 5  |
| Figure 5: Gender of 2012 Bloomington Area Visitor Survey respondents (n=708).....   | 6  |
| Figure 6: Age categories of 2012 Bloomington Area Visitor Survey respondents (n=708).....   | 6  |
| Figure 7: Generational split of 2012 Bloomington Area Visitor Survey respondents (n=708).....   | 6  |
| Figure 8: Pre-tax income groups of 2012 Bloomington Area Visitor Survey respondents (n=653).....  | 7  |
| Figure 9: Pre-tax income groups of 2012 Bloomington Area Visitor Survey respondents, July 13 through August 19 (n=321).....               | 7  |
| Figure 10: Trade area of 2012 Bloomington Area Visitor Survey domestic respondents (n=577).....   | 9  |
| Figure 11: Previous trips to the Bloomington area among repeat visitors completing 2012 Bloomington Area Visitor Survey (n=434).....      | 10 |
| Figure 12: Number of visits to the Bloomington area in past 12 months among 2012 Bloomington Area Visitor Survey respondents (n=738)..... | 10 |
| Figure 13: Number of nights stayed among overnight 2012 Bloomington Area Visitor Survey respondents (n=654).....                          | 11 |
| Figure 14: Accommodation type among overnight 2012 Bloomington Area Visitor Survey respondents (n=700).....                               | 12 |
| Figure 15: Primary reason for choosing lodging among overnight 2012 Bloomington Area Visitor Survey respondents (n=692).....              | 12 |
| Figure 16: Primary mode of transportation among 2012 Bloomington Area Visitor Survey respondents (n=735).....                             | 13 |

|   |    |
|---|----|
| Figure 17: Group type among 2012 Bloomington Area Visitor Survey respondents<br>(n=721).....  | 14 |
| Figure 18: Age groups included in 2012 Bloomington Area Visitor Survey respondents<br>travel party (n=721).....   | 14 |
| Figure 19: Average group size by group type among 2012 Bloomington Area Visitor<br>Survey respondents (n=711).....  | 15 |
| Figure 20: Activities participated in among 2012 Bloomington Area Visitor Survey<br>respondents (n=716).....  | 16 |
| Figure 21: Significant differences ( $p \leq .05$ ) in activity participation among visitors<br>traveling with and without children among 2012 Bloomington Area Visitor<br>Survey respondents ..... | 17 |
| Figure 22: Primary reason for making leisure trip to Bloomington among 2012<br>Bloomington Area Visitor Survey respondents (n=737).....   | 19 |
| Figure 23: Trip planning time frame among 2012 Bloomington Area Visitor Survey<br>respondents (n=736).....  | 20 |
| Figure 24: Information sources used by 2012 Bloomington Area Visitor Survey<br>respondents (n=734).....   | 21 |
| Figure 25: Top information sources identified as most important by 2012<br>Bloomington Area Visitor Survey respondents .....  | 22 |
| Figure 26: All information sources identified as most important by 2012 Bloomington<br>Area Visitor Survey respondents .....  | 23 |
| Figure 27: Most important information sources for trip planning among first-time and<br>repeat visitors of the 2012 Bloomington Area Visitor Survey respondents .....                               | 26 |
| Figure 28: Information sharing and acquisition sources among 2012 Bloomington<br>Area Visitor Survey respondents during their trip (n=738) .....  | 27 |
| Figure 29: Specific purpose for electronic and social media use among 2012<br>Bloomington Area Visitor Survey respondents (n=367) .....   | 28 |
| Figure 30: Impact of social media on original travel plans among 2012 Bloomington<br>Area Visitor Survey respondents (n = 702) .....  | 28 |
| Figure 31: Impact of social media information on original travel plans by generation<br>among 2012 Bloomington Area Visitor Survey respondents .....  | 29 |

|  |    |
|--|----|
| Table 1: Non response among 2012 Bloomington Area Visitor Survey .....   | 3  |
| Table 2: Primary country of residence of 2012 Bloomington Area Visitor Survey<br>respondents (n=714) .....   | 8  |
| Table 3: Primary place of residence of 2012 Bloomington Area Visitor Survey<br>domestic respondents (n=577) .....  | 9  |
| Table 4: Differences in activity participation among generational groups in 2012<br>Bloomington Area Visitor Survey respondents .....  | 18 |
| Table 5: Primary reason for making leisure trip to Bloomington among 2012<br>Bloomington Area Visitor Survey group types .....   | 20 |
| Table 6: Most important information sources for trip planning among generational<br>groups in the 2012 Bloomington Area Visitor Survey respondents.....                                | 24 |
| Table 7: Most important information sources for trip planning among group types<br>for 2012 Bloomington Area Visitor Survey respondents .....  | 25 |
| Table 8: Comparison of social media sources and mobile devices used to share and<br>get information across generations among 2012 Bloomington Area Visitor<br>Survey respondents ..... | 30 |
| Table 9: Comparison of purposes for using electronic and social media among 2012<br>Bloomington Area Visitor respondents.....  | 30 |
| Table 10: Change in original travel plans based on social media by media source and<br>media device among 2012 Bloomington Area Visitor Survey respondents.....                        | 31 |
| Table 11: Change in original travel plans based on social media by purpose of<br>technological use among 2012 Bloomington Area Visitor Survey<br>respondents.....                      | 31 |

## INTRODUCTION

To maximize their marketing and planning efforts, organizations need adequate and timely consumer profile. In the Twin Cities Metropolitan area, comprehensive consumer information dates back to 2007 (Davidson-Peterson, 2008). A significant community in the Twin Cities is Bloomington and, while it can draw marketing information from the 2007 study, it is likely that Bloomington visitors have some unique characteristics. Subsequently, the Bloomington Convention and Visitors Bureau (CVB) funded a profile of summer visitors to the Bloomington area Summer 2012, occurring simultaneously with a Twin Cities Area study. This report details the methods and findings of the Bloomington visitor profile.

## METHODOLOGY

On-site, in-person questionnaires were administered by trained staff to Bloomington area visitors the summer of 2012, specifically between June 22 and August 19, 2012.

### Study Setting

Bloomington is the 5<sup>th</sup> largest city in Minnesota and centrally located within the Twin Cities Metropolitan Area (Appendix A). The Twin Cities Metropolitan Area had a 2011 population of 3.32 million residents, is the 16<sup>th</sup> largest metropolitan area in the United States (US Census Bureau, 2012), hosts an international airport, and is a major drive market for the upper mid-west and parts of Canada.

Located along the banks of the Minnesota River, Bloomington is home to Mall of America, the Minnesota Valley National Wildlife Refuge, Water Park of America, and miles of hiking and biking trails. The Mall of America alone, as the largest shopping center in the United States in terms of floor space, is estimated to attract 40 million visitors annually to experience its shops, nightclubs, indoor amusement park, and full cinema.

Bloomington is also characterized by its accessibility. Thanks to easy freeway access to two interstate highways, location adjacent to the airport, and stops along the Hiawatha Light Rail Line, Bloomington connects its visitors to all the Twin Cities have to offer.

### Sampling

A convenience sample was designed to reach the breadth of summer tourists visiting the Bloomington Area. Data collection occurred on Fridays, Saturdays, Sundays, and seven randomly selected weekdays throughout the summer (Appendix B).

Sampling quotas were constructed so that the sample would be split evenly between area attractions and area accommodations. Bloomington CVB leaders were consulted to provide specific sampling sites. Site management was then contacted, asked to participate, and sampling times mutually agreed upon. Questionnaires were collected at a total of nine sites throughout Bloomington (Appendix C)

All questionnaires were administered in person via trained University of Minnesota Tourism Center staff. A convenience sampling approach was implemented where University of Minnesota Tourism Center staff asked passing individuals to complete questionnaires. Staff attempted to rotate their requests by gender.

### Respondent approach and screening

A series of screening questions assured the individual was a tourist (**Figure 1**). For the purposes of this study, a tourist was anyone who stayed one to 30 nights or who was on a day trip in an area at least 50 miles from their primary residence. Only leisure-related travelers were included; business and medical travelers were excluded. Mall of America Nickelodeon Universe Amusement Park tickets were offered as an incentive to complete the questionnaire.

**Question 1:** Are you a year-round, seasonal, or short-term resident of either this town or city or the immediate surrounding area?

*Yes:* Terminate

*No:* Continue

**Question 2:** Are you visiting this area for the day or have you/will you spend at least one night year?

*Day visitor:* Continue

*Overnight:* Give survey to respondent

**Question 3:** Have you travelled at least 50 miles from your primary residence to be here?

*Yes:* Give survey to respondent

*No:* Terminate

**Figure 1** Screening questions for potential respondents to the 2012 Bloomington Area Visitor Survey

### Questionnaire

An on-site questionnaire was developed based on past research and with the assistance of project partners. Two versions of a questionnaire were administered. The first, which was used June 22 to July 12, included sections on trip motivation, planning and information sources, transportation, accommodations, activities, group composition, and basic



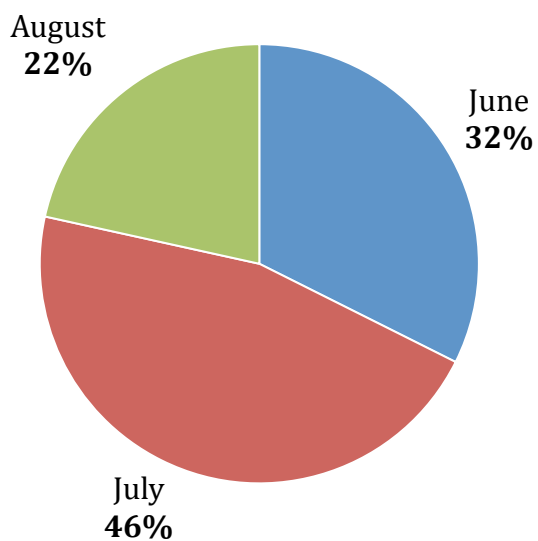
demographics. The second version of the questionnaire, used July 13 to August 19, included additional choices and/or questions on information sources, social media, and activities (Appendix D and E).

## Response rate

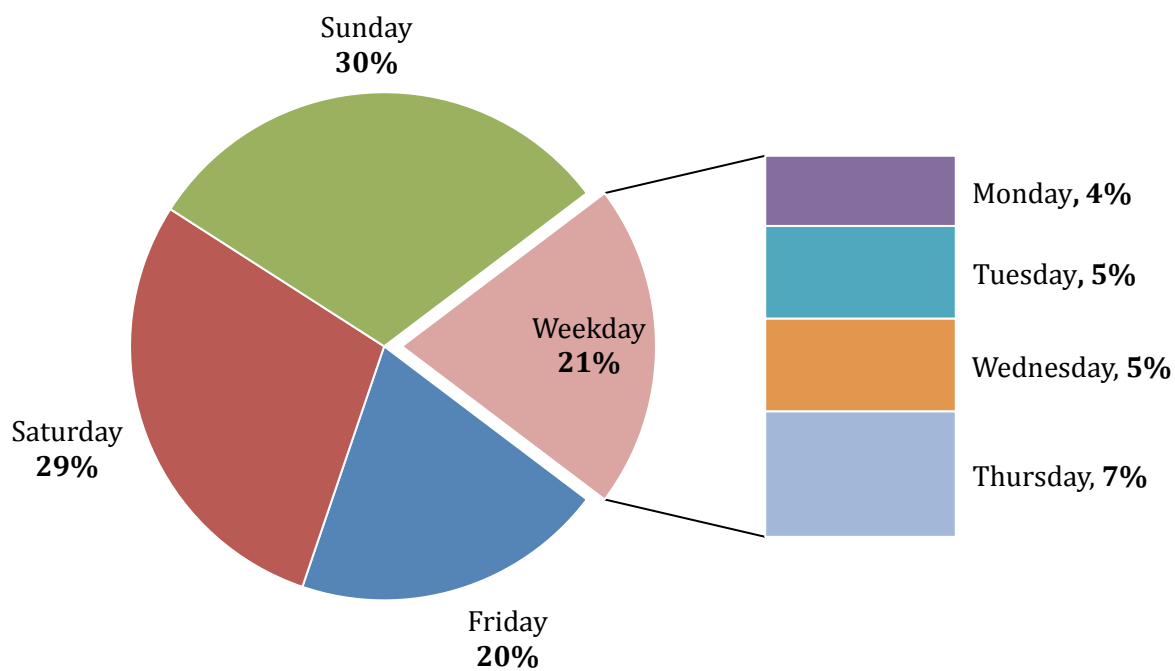
Throughout the summer of data collection, a total of 1,301 parties were contacted and 750 questionnaires obtained from eligible tourists, resulting in a 78% compliance rate (**Table 1**). A total of 12 surveys were unusable, thus 738 questionnaires were used for analysis. Nearly one half (46.1%) of respondents were contacted in July (**Figure 2**) and a majority (79.4%) of respondents was contacted on a weekend (Friday afternoon thru Sunday) (**Figure 3**). Three-fifths of respondents completed the questionnaire while at an accommodation (**Figure 4**). Among those eligible who did not participate, 48.8% specified a lack of interest in participating.

**Table 1** Non response among 2012 Bloomington Area Visitor Survey

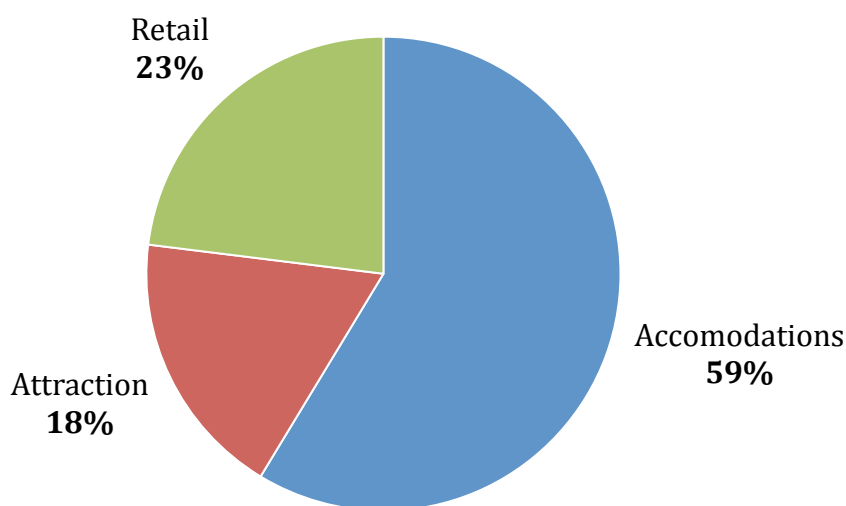
|                               | June |             | July |             | August |             | Overall |             |
|-------------------------------|------|-------------|------|-------------|--------|-------------|---------|-------------|
|                               | n    | %           | n    | %           | n      | %           | n       | %           |
| <b>People contacted</b>       | 449  |             | 562  |             | 290    |             | 1301    |             |
| Ineligible (e.g. non-tourist) | 118  | <b>26.3</b> | 130  | <b>23.1</b> | 92     | <b>31.7</b> | 340     | <b>26.1</b> |
| Leisure-related tourist       | 331  | <b>73.7</b> | 432  | <b>76.9</b> | 198    | <b>68.3</b> | 961     | <b>73.9</b> |
| Completed questionnaire       | 242  | <b>73.1</b> | 345  | <b>79.9</b> | 163    | <b>82.3</b> | 750     | <b>78.0</b> |
| Non-response                  | 89   | <b>26.9</b> | 87   | <b>20.1</b> | 35     | <b>17.7</b> | 211     | <b>22.0</b> |
| <b>Non-responders:</b>        |      |             |      |             |        |             |         |             |
| <i>Gender:</i>                |      |             |      |             |        |             |         |             |
| Female                        | 45   | <b>50.6</b> | 53   | <b>60.9</b> | 19     | <b>54.3</b> | 117     | <b>55.5</b> |
| Male                          | 44   | <b>49.4</b> | 34   | <b>39.1</b> | 16     | <b>45.7</b> | 94      | <b>44.5</b> |
| <i>Reason:</i>                |      |             |      |             |        |             |         |             |
| Lack of interest              | 35   | <b>39.3</b> | 48   | <b>55.2</b> | 20     | <b>57.1</b> | 103     | <b>48.8</b> |
| In a hurry                    | 31   | <b>34.8</b> | 23   | <b>26.4</b> | 7      | <b>20.0</b> | 61      | <b>28.9</b> |
| Other                         | 9    | <b>10.1</b> | 11   | <b>12.6</b> | 3      | <b>8.6</b>  | 23      | <b>10.9</b> |
| Already completed             | 14   | <b>15.7</b> | 3    | <b>3.4</b>  | 2      | <b>5.7</b>  | 19      | <b>9.0</b>  |
| English is second language    | 0    | <b>0.0</b>  | 1    | <b>1.1</b>  | 3      | <b>8.6</b>  | 4       | <b>1.9</b>  |
| Too hot                       | 0    | <b>0.0</b>  | 1    | <b>1.1</b>  | 0      | <b>0.0</b>  | 1       | <b>0.5</b>  |
| <b>Compliance rate</b>        |      | <b>73.1</b> |      | <b>79.9</b> |        | <b>82.3</b> |         | <b>78.0</b> |



**Figure 2** Month respondents completed 2012 Bloomington Area Visitor Survey (n=738)



**Figure 3** Day of the week respondents completed 2012 Bloomington Area Visitor Survey (n=738)



**Figure 4** Location where respondents completed 2012 Bloomington Area Visitor Surveys (n=738)

## Analysis

Completed questionnaires were entered, cleaned and checked in SPSS version 19.0. Analysis provided means, medians, standard deviations, and frequencies to describe the sample and provide information on variables of interest. When individual responses were contributing to data skewness, they were winsorized to be where 90 to 95% of other responses were. When of interest, group comparisons by age groups, first time and repeat visitors, as well as lodging and activities were done with Chi-squares ( $\chi^2$ ). Trade Area analysis was conducted to create a customized trade area based upon the primary residence of visitors; the center of the trade area is the center-point of all domestic visitors' residences.

## RESULTS

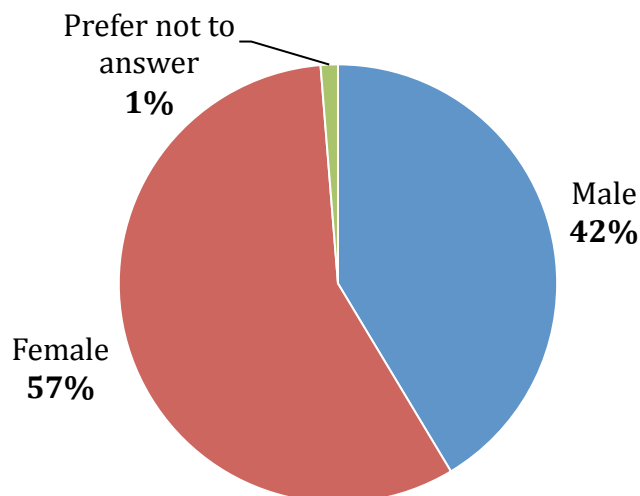
Within this section, results include an overview of respondent demographics, trip characteristics, and information sources used for trip planning.

### Respondents

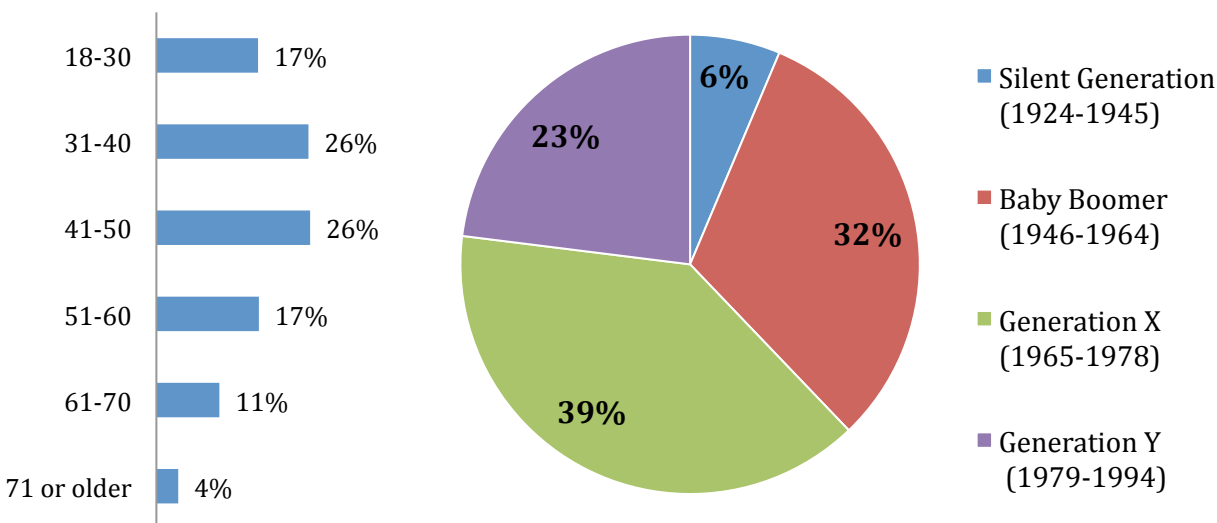
#### *Demographics*

More than half (57.3%) of respondents were female and the average age was 44 years ( $M = 44.28$ ,  $Mdn = 43$ ,  $SD = 13.84$ ; **Figure 5**; **Figure 6**). Nearly two-fifths of respondents were

from Generation X, while a third were Baby Boomers (**Figure 7**). The most frequently reported annual pre-tax household income was between \$50,000 and \$99,999, though incomes above \$100,000 were almost as frequently reported (**Figure 8; Figure 9**).

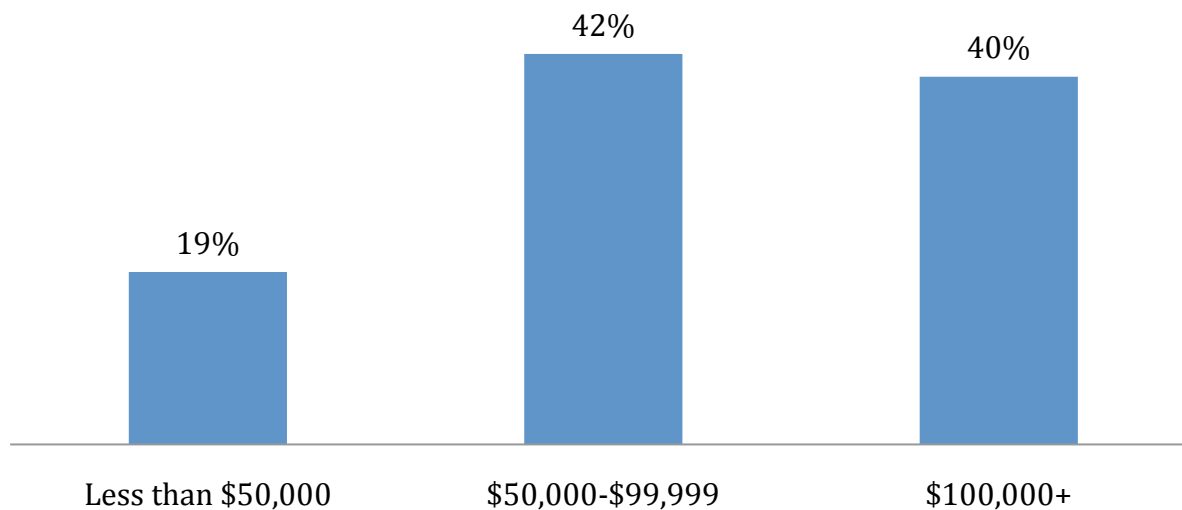


**Figure 5** Gender of 2012 Bloomington Area Visitor Survey respondents (n=708)

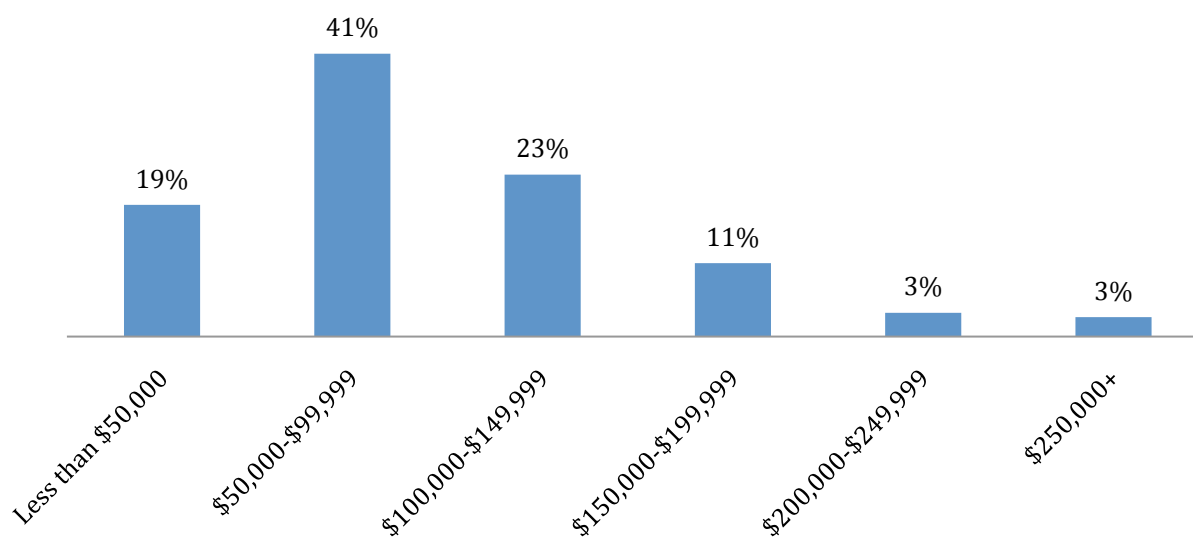


**Figure 6** Age categories of 2012 Bloomington Area Visitor Survey respondents (n=708)

**Figure 7** Generational split of 2012 Bloomington Area Visitor Survey respondents (n=708)



**Figure 8** Pre-tax income groups of 2012 Bloomington Area Visitor Survey respondents (n=653)



**Figure 9** Pre-tax income groups of 2012 Bloomington Area Visitor Survey respondents, July 13 through August 19 (n=321)

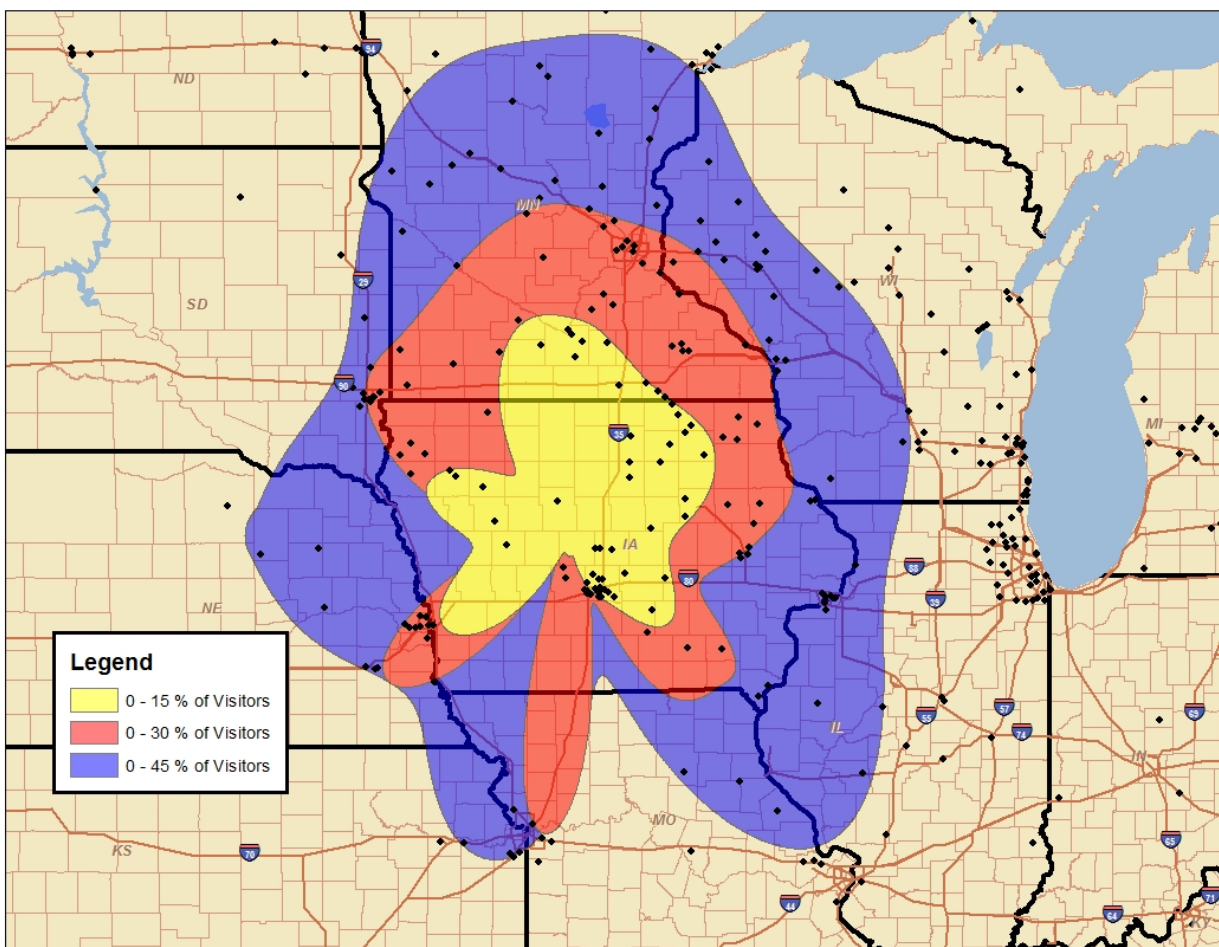
#### *Primary residence*

Nearly 9 out of 10 respondents to the Bloomington Area were from the United States (88.9%; **Table 2**). The majority of domestic visitors were from the upper Midwest of the United States (**Figure 10**). Among international travelers, respondents were most frequently from Canada (8.7%).

Most frequently, domestic visitors were from the states of Iowa (15.6%), Minnesota (15.3%), and Wisconsin (14.2%) (**Table 3**). The Chicago-Naperville-Joliet, IL-IN-WI Core Based Statistical Area (CBSA) was home to 6.24% of domestic visitors. Other frequently reported CBSAs included Des Moines-West Des Moines, IA (3.99%) and Milwaukee-Waukesha-West Allis, WI (2.95%) (**Table 3**).

**Table 2** Primary country of residence of 2012 Bloomington Area Visitor Survey respondents (n=714)

|                       | Frequency (n) | Percent (%) |
|-----------------------|---------------|-------------|
| United States         | 635           | 88.9%       |
| Canada                | 62            | 8.7%        |
| Other                 | 17            | 2.4%        |
| <i>United Kingdom</i> | 4             | 0.6%        |
| <i>Australia</i>      | 2             | 0.3%        |
| <i>Belgium</i>        | 1             | 0.1%        |
| <i>Columbia</i>       | 1             | 0.1%        |
| <i>Costa Rica</i>     | 1             | 0.1%        |
| <i>Indonesia</i>      | 1             | 0.1%        |
| <i>Japan</i>          | 1             | 0.1%        |
| <i>Mexico</i>         | 1             | 0.1%        |
| <i>New Zealand</i>    | 1             | 0.1%        |
| <i>Norway</i>         | 1             | 0.1%        |
| <i>Saudi Arabia</i>   | 1             | 0.1%        |
| <i>Singapore</i>      | 1             | 0.1%        |
| <i>Unspecified</i>    | 1             | 0.1%        |



**Figure 10** Trade area of 2012 Bloomington Area Visitor Survey domestic respondents (n=577)

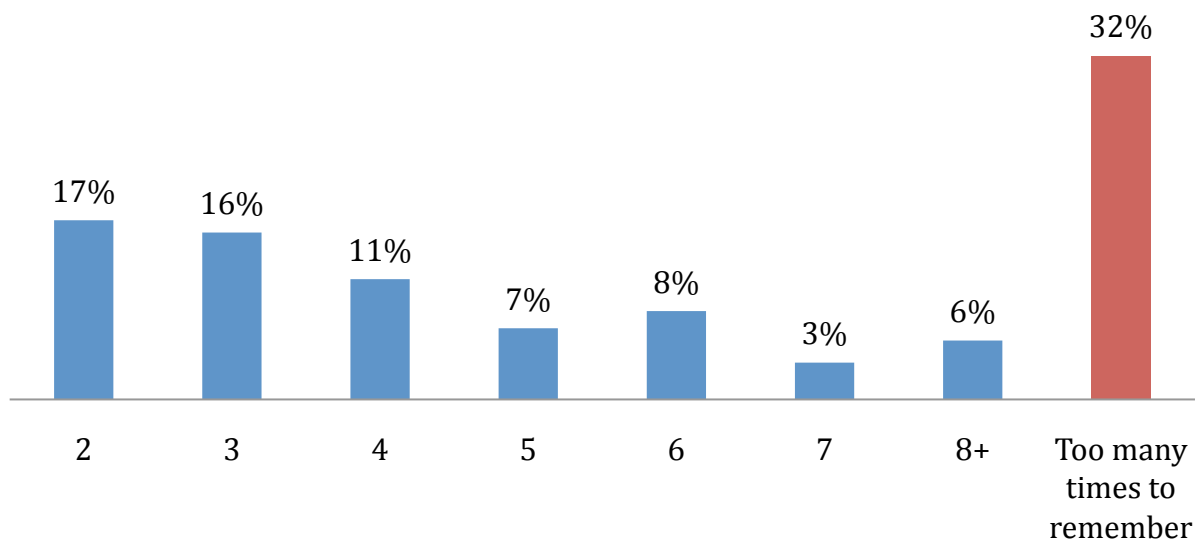
**Table 3** Primary place of residence of 2012 Bloomington Area Visitor Survey domestic respondents (n=577)

| Top 10 states |             | Top 10 Core Based Statistical Areas (CBSA) |             |
|---------------|-------------|--|-------------|
| State         | Percent (%) | CBSA                                       | Percent (%) |
| Iowa          | 15.6        | Chicago, IL-IN-WI                          | 6.2         |
| Minnesota     | 15.3        | Des Moines, IA                             | 4.0         |
| Wisconsin     | 14.2        | Milwaukee, WI                              | 3.0         |
| Illinois      | 8.5         | Duluth, MN-WI                              | 2.6         |
| North Dakota  | 6.9         | Fargo, ND-MN                               | 2.4         |
| South Dakota  | 4.3         | Sioux Falls, SD                            | 2.4         |
| Michigan      | 4.0         | Minneapolis-St. Paul, MN-WI                | 2.4         |
| Nebraska      | 3.6         | Omaha, NE-IA                               | 1.9         |
| Missouri      | 2.4         | Washington, DC-VA-MD-WV                    | 1.6         |
| California    | 2.3         | Mankato, MN                                | 1.4         |

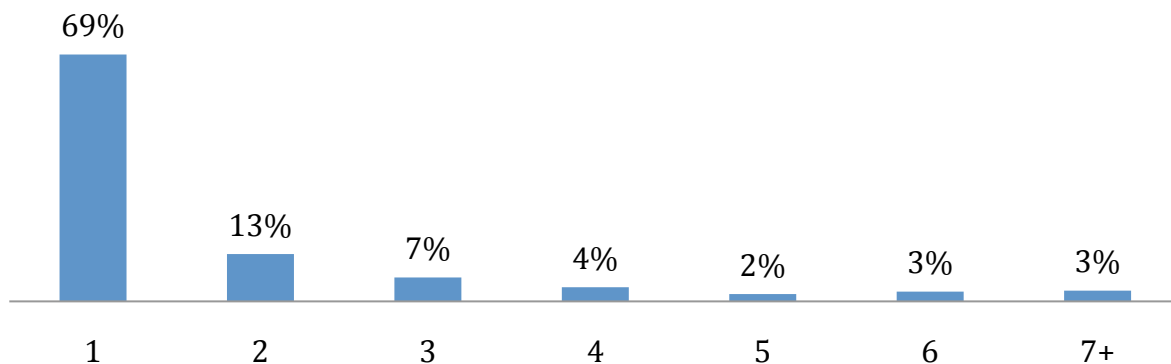
### Past visitation

Over half of respondents (58.8%) had been to the Bloomington Area at least once before. Among repeat visitors, respondents had most frequently been to the Bloomington Area too many times to remember (**Figure 11**).

Within the past 12 months, respondents had made two trips to the area on average ( $M = 2.15$ ,  $Mdn = 1.00$ ,  $SD = 4.12$ ), including their current trip. Over two-thirds (68.6.3%) of respondents, however, were making their first and only visit to the area in the past 12 months (**Figure 12**).



**Figure 11** Previous trips to the Bloomington area among repeat visitors completing 2012 Bloomington Area Visitor Survey (n=434)



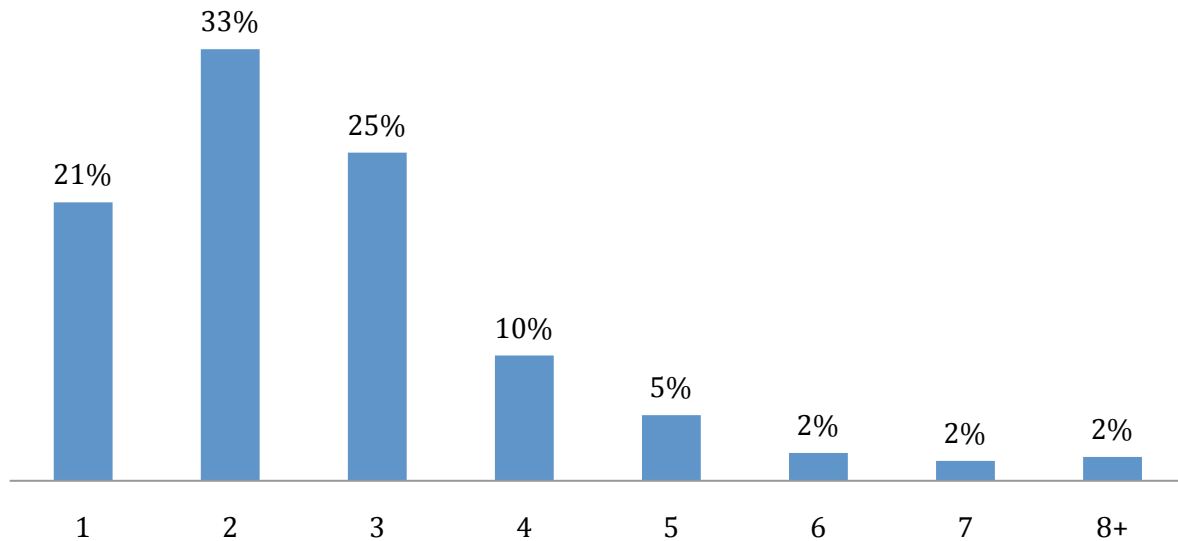
**Figure 12** Number of visits to the Bloomington area in past 12 months among 2012 Bloomington Area Visitor Survey respondents (n=738)



## 2012 Trip information

### *Duration*

More than 9 out of 10 respondents (95.5%) to the 2012 Bloomington Area Visitor Survey spent at least one night in the area. Among all overnight visitors, the average respondent spent 3 nights in the area ( $M = 2.69$ ,  $Mdn = 2$ ,  $SD = 1.68$ ; **Figure 13**).

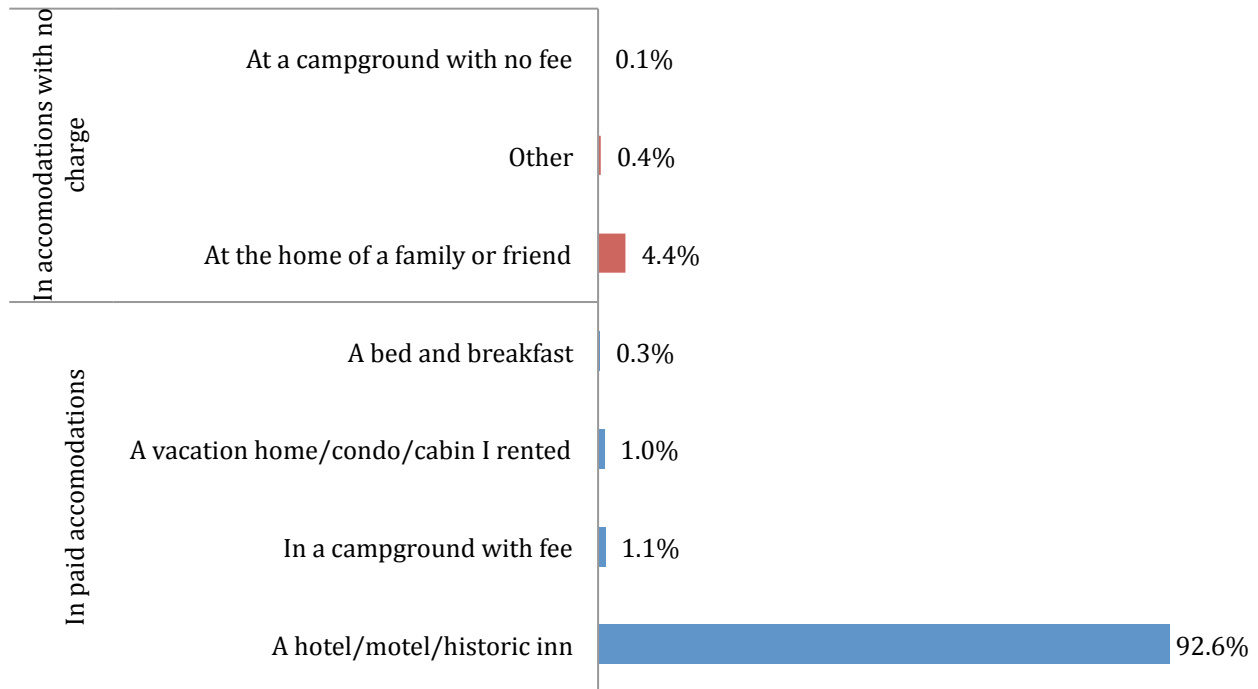


**Figure 13** Number of nights stayed among overnight 2012 Bloomington Area Visitor Survey respondents (n=654)

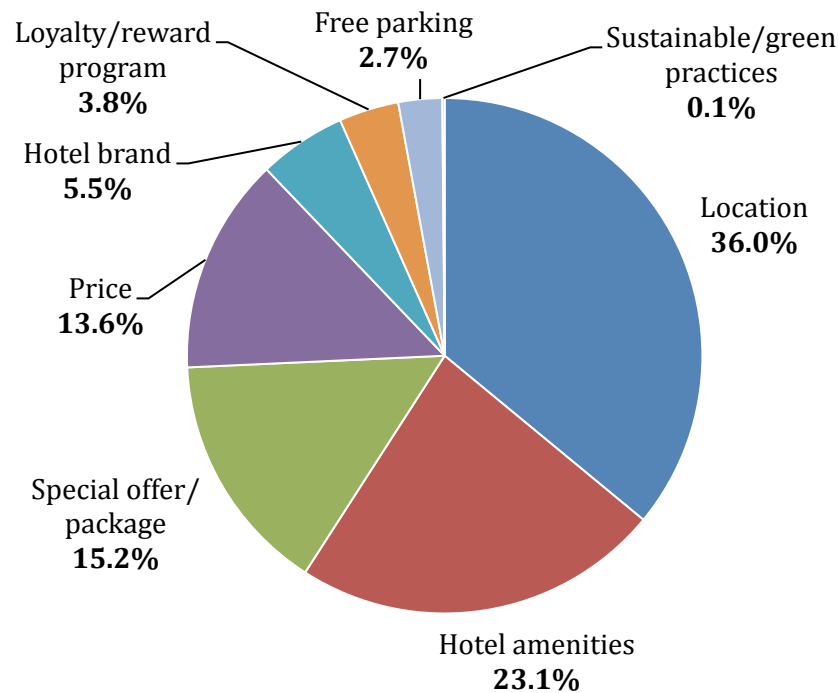
### *Lodging*

The vast majority of respondents stayed in paid accommodations, most frequently a hotel, motel or historic inn (92.6%; **Figure 14**). Fewer than 5% of respondents stayed at an accommodation with no charge, most frequently at the home of a family or friend (4.4% of all respondents).

Location was a primary driver for all lodging choices (**Figure 15**). Nearly a quarter of respondents, however, indicated hotel amenities were the primary reason for their lodging choice. Special offers or packages and price were also both important factors, both being cited by more than a tenth of respondents. Sample sizes for lodging other than hotels were too small to compare differences in choice.



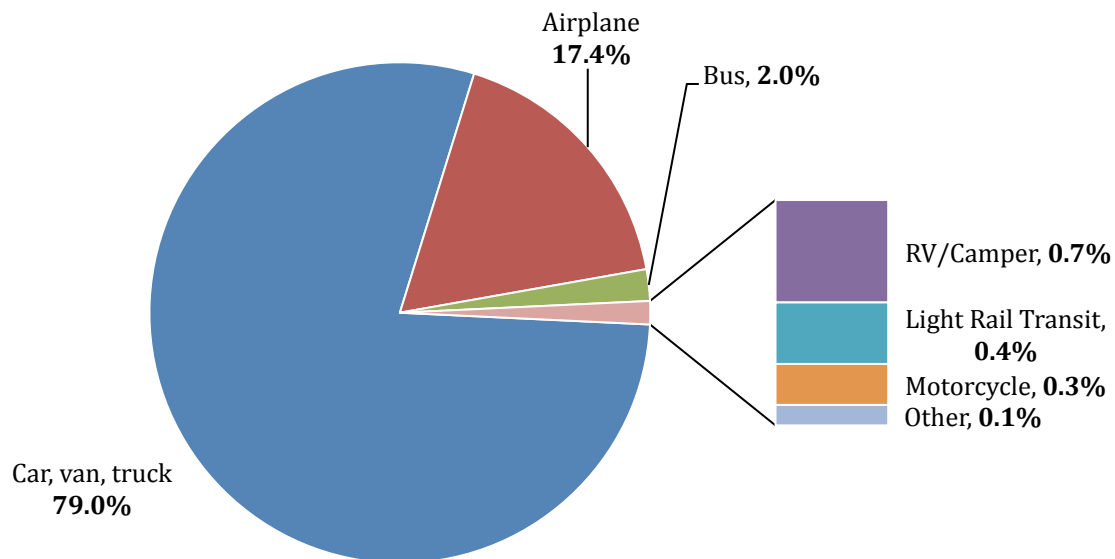
**Figure 14** Accommodation type among overnight 2012 Bloomington Area Visitor Survey respondents (n=700)



**Figure 15** Primary reason for choosing lodging among overnight 2012 Bloomington Area Visitor Survey respondents (n=692)

### Transportation

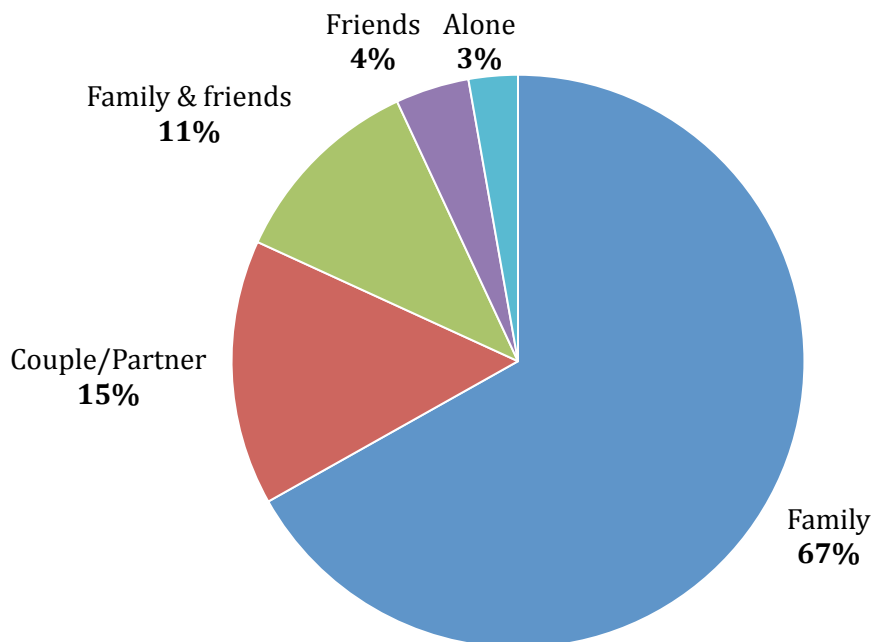
The majority of survey respondents arrived to the area by car, van or truck (79.0%; **Figure 16**) although nearly a fifth arrived by airplane.



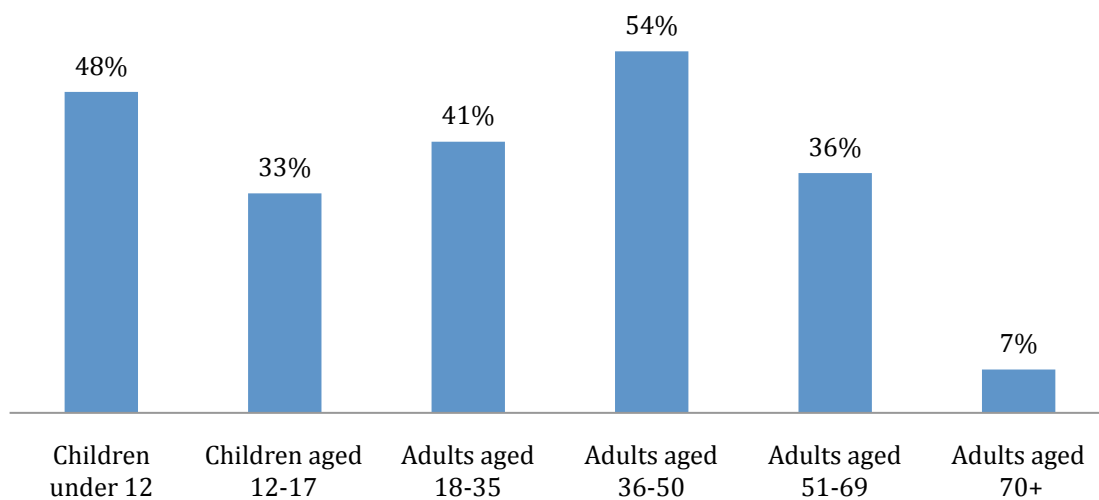
**Figure 16** Primary mode of transportation among 2012 Bloomington Area Visitor Survey respondents (n=735)

### Group composition and size

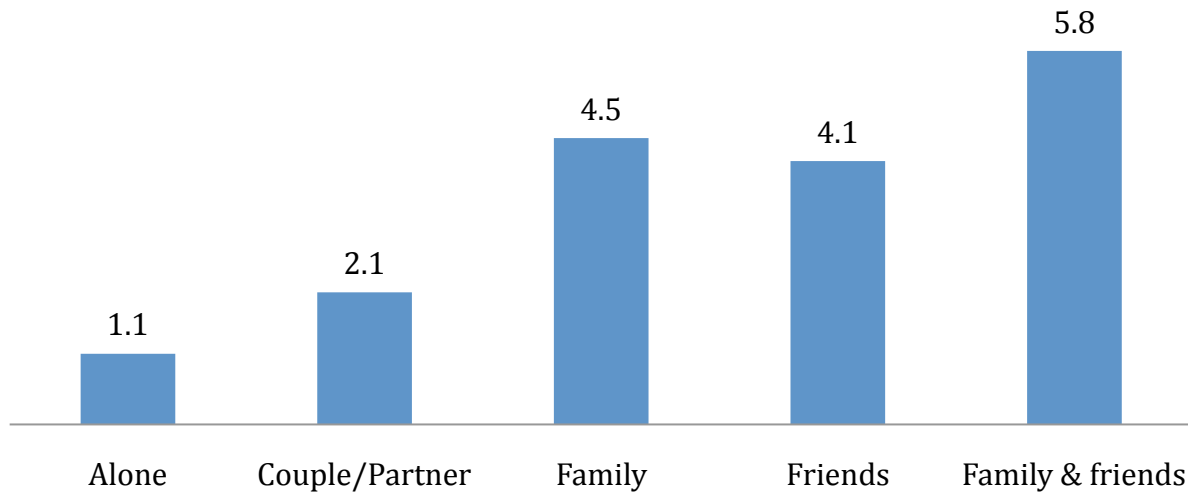
The average respondent was traveling in a group of four people ( $M = 4.15$ ,  $Mdn = 4.00$ ,  $SD = 2.20$ ). Two-thirds of respondents (66.9%) were traveling with family (**Figure 17**) and nearly two-thirds of respondents (64.8%) were traveling with children under age 18. Children under 12 were found in nearly half of travel parties, whereas children aged 12-17 were only found in a third of travel parties (**Figure 18**). Groups of friends, families or some combination thereof were in groups between four and six people (**Figure 19**).



**Figure 17** Group type among 2012 Bloomington Area Visitor Survey respondents (n=721)



**Figure 18** Age groups included in 2012 Bloomington Area Visitor Survey respondents travel party (n=721)

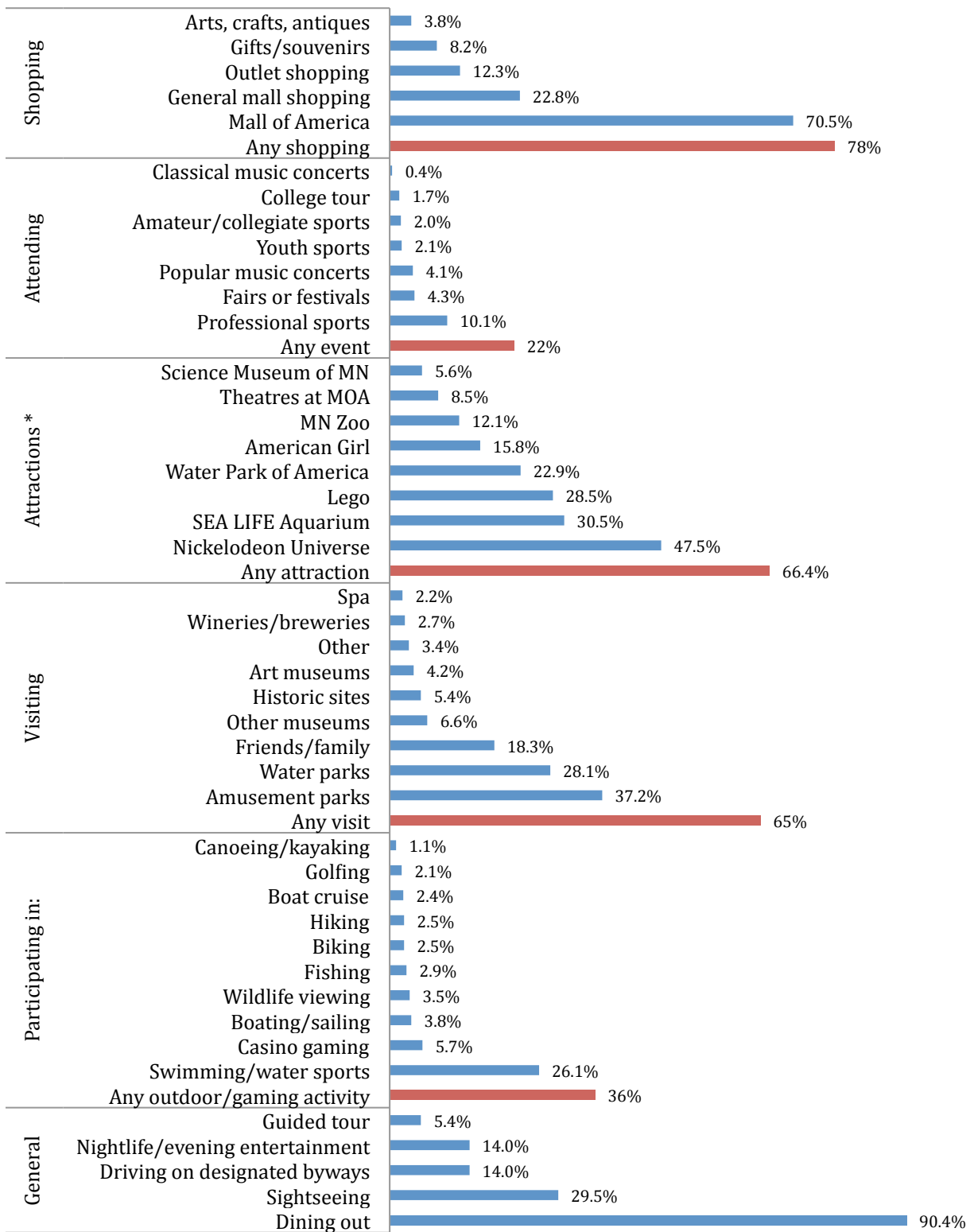


**Figure 19** Average group size by group type among 2012 Bloomington Area Visitor Survey respondents (n=711)

### Trip activities

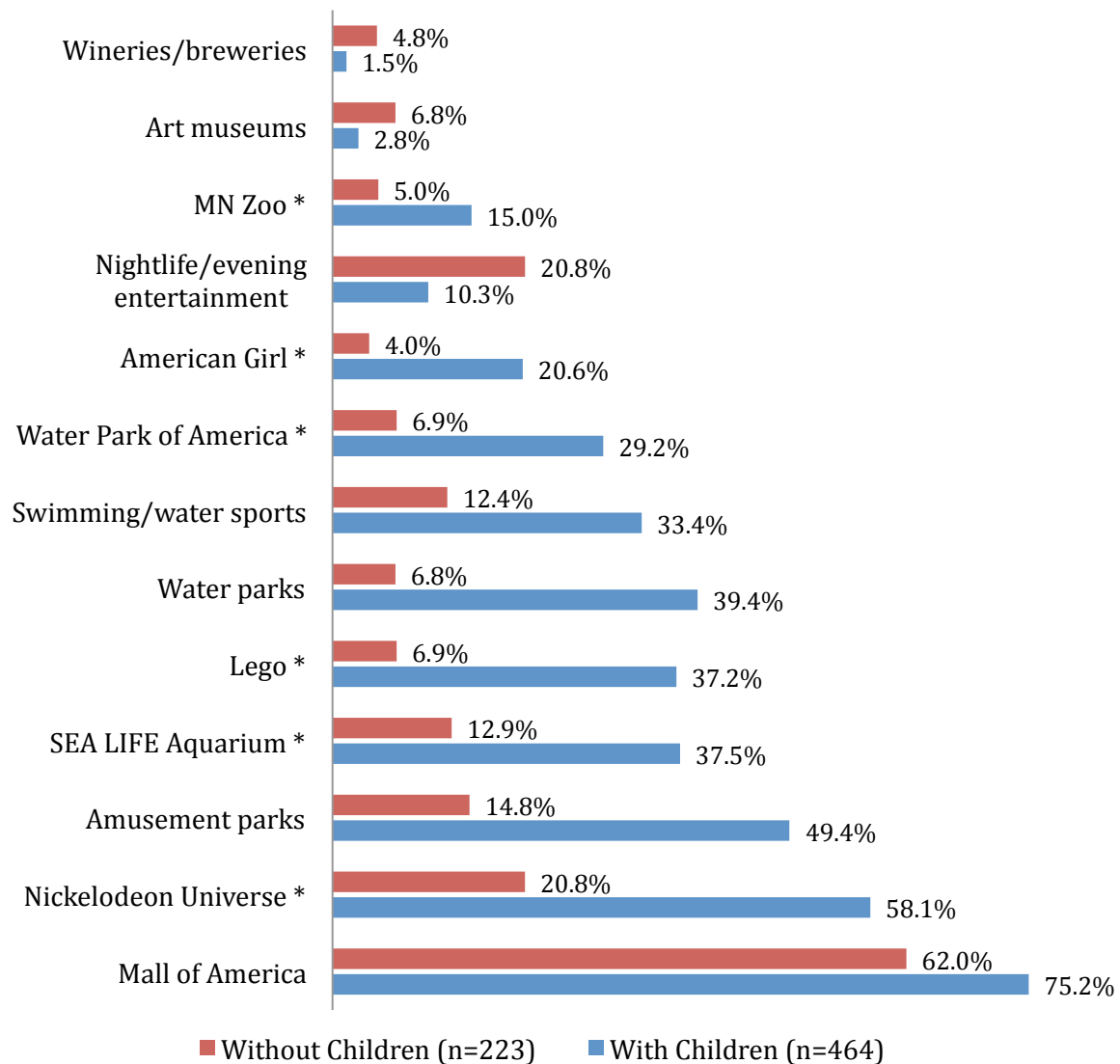
Visitors participated in a variety of activities during their trip to the Twin Cities Metropolitan Area (**Figure 20**). Activity differences were examined among those traveling with and without children, and by generational grouping. Sample sizes were too small to compare day and overnight travelers.

Numerous significant differences ( $p \leq .05$ ) in activity participation existed between respondents traveling with and without children (**Figure 21**). Visitors traveling with children, for example, were more likely to visit the Water Park of America (29.2% vs. 6.9%), the Minnesota Zoo (15.0% vs. 5.0%), and the Mall of America and its many attractions. Visitors traveling without children, conversely, were more likely to go out for nightlife and evening entertainment (20.8% vs. 10.3%), take in art museums (6.8% vs. 2.8%), and visit wineries or breweries (4.8% vs. 1.5%).



**Figure 20** Activities participated in among 2012 Bloomington Area Visitor Survey respondents (n=716)

Note: \* Questions included only on questionnaires administered July 13 through August 19 (n=354)



**Figure 21** Significant differences ( $p \leq .05$ ) in activity participation among visitors traveling with and without children among 2012 Bloomington Area Visitor Survey respondents

*Note:*

\* Questions included only on questionnaires administered July 13 through August 19 (n=101 without children; 253 with children)

Several significant differences ( $p \leq .05$ ) in activity participation by generation emerged (**Table 4**). For example, Generation X were the most likely to do various activities associated with traveling with children (e.g., amusement parks, water parks, Lego, Minnesota Zoo), but also significantly more likely to go wildlife viewing. Members of the Silent Generation were the least likely to dine out and go sightseeing, while Generation Y was the most likely to go out for nightlife or evening entertainment. No differences among generations were observed for shopping or attending events.

**Table 4** Differences in activity participation among generational groups in 2012  
Bloomington Area Visitor Survey respondents

|                         |  | Percentage (%) of generation                |  |                                      |                                      | Statistics |          |
|-------------------------|--|---|--|--------------------------------------|--------------------------------------|------------|----------|
|                         |  | Silent<br>Generation<br>(1924-45)<br>(n=45) | Baby<br>Boomer<br>(1946-64)<br>(n=220) | Generation X<br>(1965-78)<br>(n=276) | Generation Y<br>(1979-94)<br>(n=163) | $\chi^2$   | Sig.     |
| <b>General</b>          | Dining out                             | 77.8  | 90.5                                   | 93.1                                 | 90.2                                 | 10.80      | .013 *   |
|                         | Sightseeing                            | 17.8  | 26.8                                   | 32.2                                 | 32.5                                 | 5.42       | .144     |
|                         | Driving on designated byways           | 22.2  | 14.1                                   | 14.5                                 | 11.0                                 | 3.75       | .290     |
|                         | Nightlife                              | 8.9   | 12.3                                   | 9.1                                  | 26.4                                 | 27.77      | .000 *** |
|                         | Guided tour                            | 8.9   | 5.9                                    | 4.7                                  | 5.5                                  | 1.39       | .709     |
| <b>Participating in</b> | Swimming/water sports                  | 11.1  | 21.8                                   | 33.0                                 | 25.8                                 | 13.95      | .003 **  |
|                         | Casino gaming                          | 8.9   | 7.7                                    | 4.0                                  | 5.5                                  | 3.95       | .267     |
|                         | Boating/sailing                        | 2.2   | 4.5                                    | 4.0                                  | 3.1                                  | 0.90       | .826     |
|                         | Wildlife viewing                       | 0.0   | 1.4                                    | 6.5                                  | 1.8                                  | 13.72      | .003 **  |
|                         | Fishing <sup>1</sup>                   | 0.0   | 3.2                                    | 3.6                                  | 2.5                                  | ---        | ---      |
|                         | Hiking <sup>1</sup>                    | 0.0   | 3.2                                    | 3.3                                  | 1.2                                  | ---        | ---      |
|                         | Biking <sup>1</sup>                    | 0.0   | 2.3                                    | 1.8                                  | 4.3                                  | ---        | ---      |
|                         | Boat cruise <sup>1</sup>               | 4.4   | 3.2                                    | 1.8                                  | 1.8                                  | ---        | ---      |
|                         | Golfing <sup>1</sup>                   | 2.2   | 2.3                                    | 1.8                                  | 2.5                                  | ---        | ---      |
|                         | Canoeing/kayaking <sup>1</sup>         | 0.0   | 1.4                                    | 1.1                                  | 1.2                                  | ---        | ---      |
| <b>Visiting</b>         | Amusement parks                        | 17.8  | 27.7                                   | 47.5                                 | 39.3                                 | 28.34      | .000 *** |
|                         | Water parks                            | 11.1  | 20.9                                   | 42.8                                 | 19.6                                 | 46.66      | .000 *** |
|                         | Visiting friends/family                | 24.4  | 20.5                                   | 15.9                                 | 17.2                                 | 2.99       | .393     |
|                         | Other museums                          | 6.7   | 6.4                                    | 8.7                                  | 3.1                                  | 5.33       | .149     |
|                         | Historic sites                         | 6.7   | 6.8                                    | 4.7                                  | 4.9                                  | 1.28       | .733     |
|                         | Art museums                            | 4.4   | 5.0                                    | 4.3                                  | 3.1                                  | 0.87       | .832     |
|                         | Other                                  | 11.1  | 2.7                                    | 2.2                                  | 3.7                                  | 10.10      | .018 *   |
|                         | Wineries/breweries <sup>1</sup>        | 2.2   | 2.3                                    | 3.3                                  | 2.5                                  | ---        | ---      |
|                         | Spa <sup>1</sup>                       | 0.0   | 0.9                                    | 3.3                                  | 3.1                                  | ---        | ---      |
| <b>Attractions</b>      | Nickelodeon Universe                   | 11.1  | 14.5                                   | 31.9                                 | 25.8                                 | 24.73      | .000 *** |
|                         | SEA LIFE Aquarium                      | 11.1  | 11.4                                   | 22.5                                 | 9.8                                  | 17.91      | .000 *** |
|                         | Lego                                   | 11.1  | 7.7                                    | 20.7                                 | 13.5                                 | 17.25      | .001 *** |
|                         | Water Park of America                  | 2.2   | 9.1                                    | 17.8                                 | 6.1                                  | 20.48      | .000 *** |
|                         | American Girl                          | 8.9   | 6.4                                    | 10.1                                 | 6.1                                  | 3.36       | .339     |
|                         | MN Zoo                                 | 0.0   | 4.5                                    | 12.0                                 | 7.4                                  | 13.70      | .003 **  |
|                         | Theatres at MOA                        | 4.4   | 3.2                                    | 6.5                                  | 1.8                                  | 6.43       | .092     |
|                         | Science Museum of MN <sup>1</sup>      | 0.0   | 0.9                                    | 5.4                                  | 1.8                                  | ---        | ---      |
| <b>Attending</b>        | Professional sports                    | 8.9   | 8.2                                    | 12.3                                 | 9.8                                  | 2.44       | .487     |
|                         | Fairs or festivals                     | 2.2   | 3.6                                    | 3.3                                  | 7.4                                  | 5.19       | .159     |
|                         | Popular music concerts                 | 8.9   | 3.2                                    | 4.0                                  | 4.3                                  | 3.11       | .375     |
|                         | Youth sports <sup>1</sup>              | 4.4   | 1.4                                    | 2.2                                  | 2.5                                  | ---        | ---      |
|                         | Amateur/collegiate sports <sup>1</sup> | 0.0   | 2.3                                    | 2.5                                  | 1.2                                  | ---        | ---      |
|                         | College tour <sup>1</sup>              | 2.2   | 1.8                                    | 1.1                                  | 1.8                                  | ---        | ---      |
|                         | Classical music concerts <sup>1</sup>  | 2.2   | 0.0                                    | 0.4                                  | 0.0                                  | ---        | ---      |
| <b>Shopping</b>         | Mall of America                        | 60.0  | 71.8                                   | 73.6                                 | 69.3                                 | 3.81       | .282     |
|                         | General mall shopping                  | 17.8  | 23.6                                   | 24.3                                 | 22.1                                 | 1.06       | .787     |
|                         | Outlet shopping                        | 2.2   | 10.5                                   | 14.9                                 | 14.1                                 | 6.97       | .073     |
|                         | Gifts/souvenirs                        | 6.7   | 5.9                                    | 10.9                                 | 8.0                                  | 4.18       | .242     |
|                         | Arts, crafts, antiques                 | 6.7   | 5.5                                    | 3.3                                  | 1.8                                  | 4.55       | .208     |

<sup>1</sup> Response too low for statistical comparison

\*  $p \leq .05$ . \*\*  $p \leq .01$ . \*\*\*  $p \leq .001$

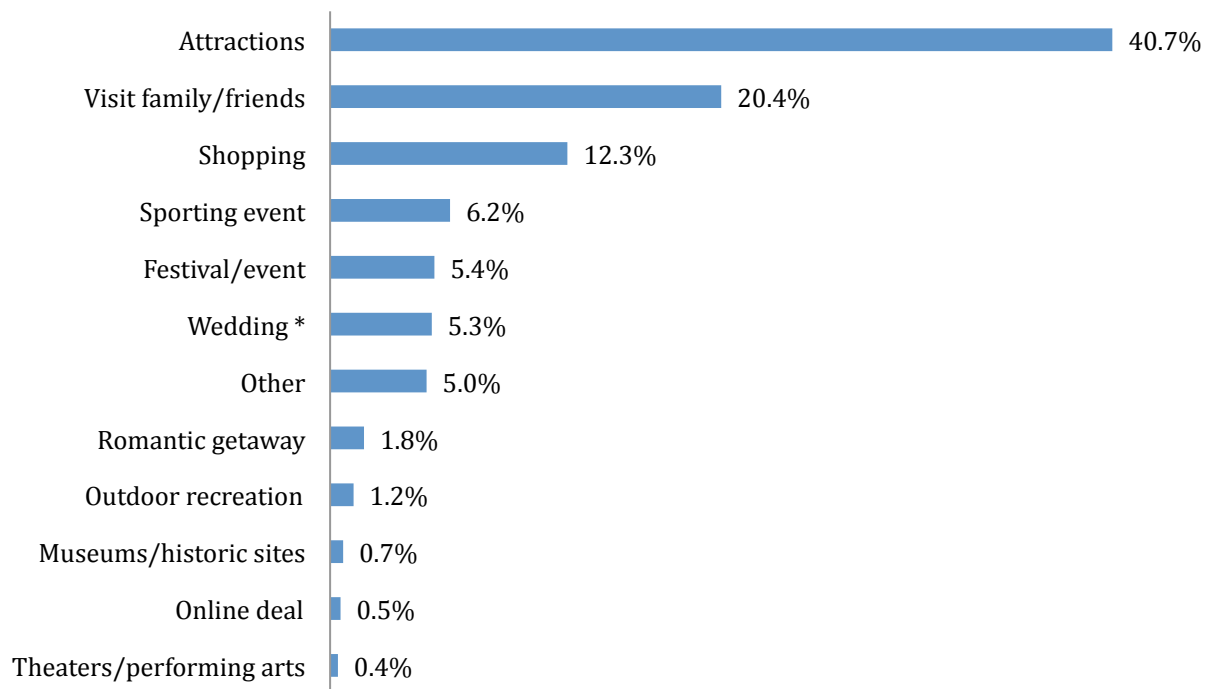


## Trip purpose and planning

### *Primary reason for making trip*

Respondents most frequently indicated that the primary reason for the trip was to attend an attraction (40.7%), but visiting friends or friends and shopping were also frequently cited reasons for the trip (20% and 12%, respectively; **Figure 22**). All other reasons were much less frequently identified as a primary reason to visit the Bloomington Area.

When examined by group type, area attractions were the primary reason for making the trip for family, friends, or some combination thereof. Respondents traveling alone or as a couple, however, were much less likely to cite attractions as the primary reason for their trip (**Table 5**). Conversely, visiting family or friends were the primary draw for visitors traveling alone or as a couple.



**Figure 22** Primary reason for making leisure trip to Bloomington among 2012 Bloomington Area Visitor Survey respondents (n=737)

*Note:* “Wedding” added based upon large number of write-in responses

**Table 5** Primary reason for making leisure trip to Bloomington among 2012 Bloomington Area Visitor Survey group types

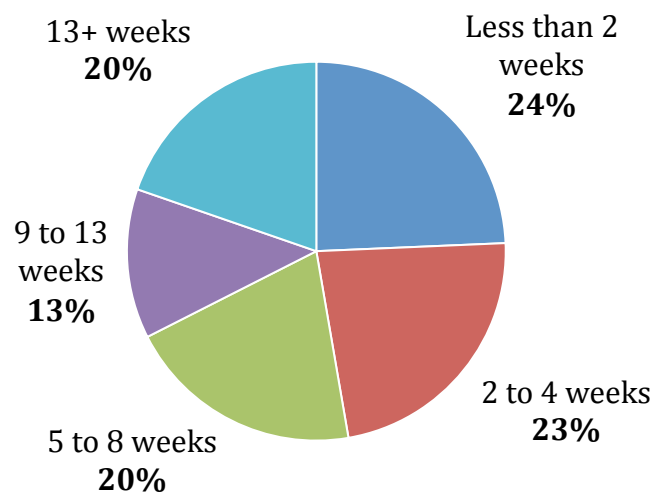
|                        | Percentage (%) of group type |                           |                   |                   |                            |
|------------------------|------------------------------|---------------------------|-------------------|-------------------|----------------------------|
|                        | Alone<br>(n=20)              | Couple/Partner<br>(n=108) | Family<br>(n=481) | Friends<br>(n=30) | Family & friends<br>(n=81) |
| Attractions            | 10.0                         | 10.2                      | 49.9              | 20.0              | 46.9                       |
| Visit family/friends   | 55.0                         | 26.9                      | 20.0              | 13.3              | 6.2                        |
| Shopping               | 5.0                          | 17.6                      | 13.3              | 6.7               | 3.7                        |
| Sporting event         | 10.0                         | 9.3                       | 4.6               | 20.0              | 6.2                        |
| Festival/event         | 0.0                          | 7.4                       | 2.9               | 20.0              | 14.8                       |
| Other                  | 15.0                         | 8.3                       | 4.0               | 10.0              | 2.5                        |
| Wedding *              | 5.0                          | 10.2                      | 2.5               | 3.3               | 12.3                       |
| Romantic getaway       | 0.0                          | 6.5                       | 0.8               | 0.0               | 2.5                        |
| Outdoor recreation     | 0.0                          | 1.9                       | 0.8               | 3.3               | 2.5                        |
| Museums/historic sites | 0.0                          | 0.9                       | 0.8               | 0.0               | 0.0                        |

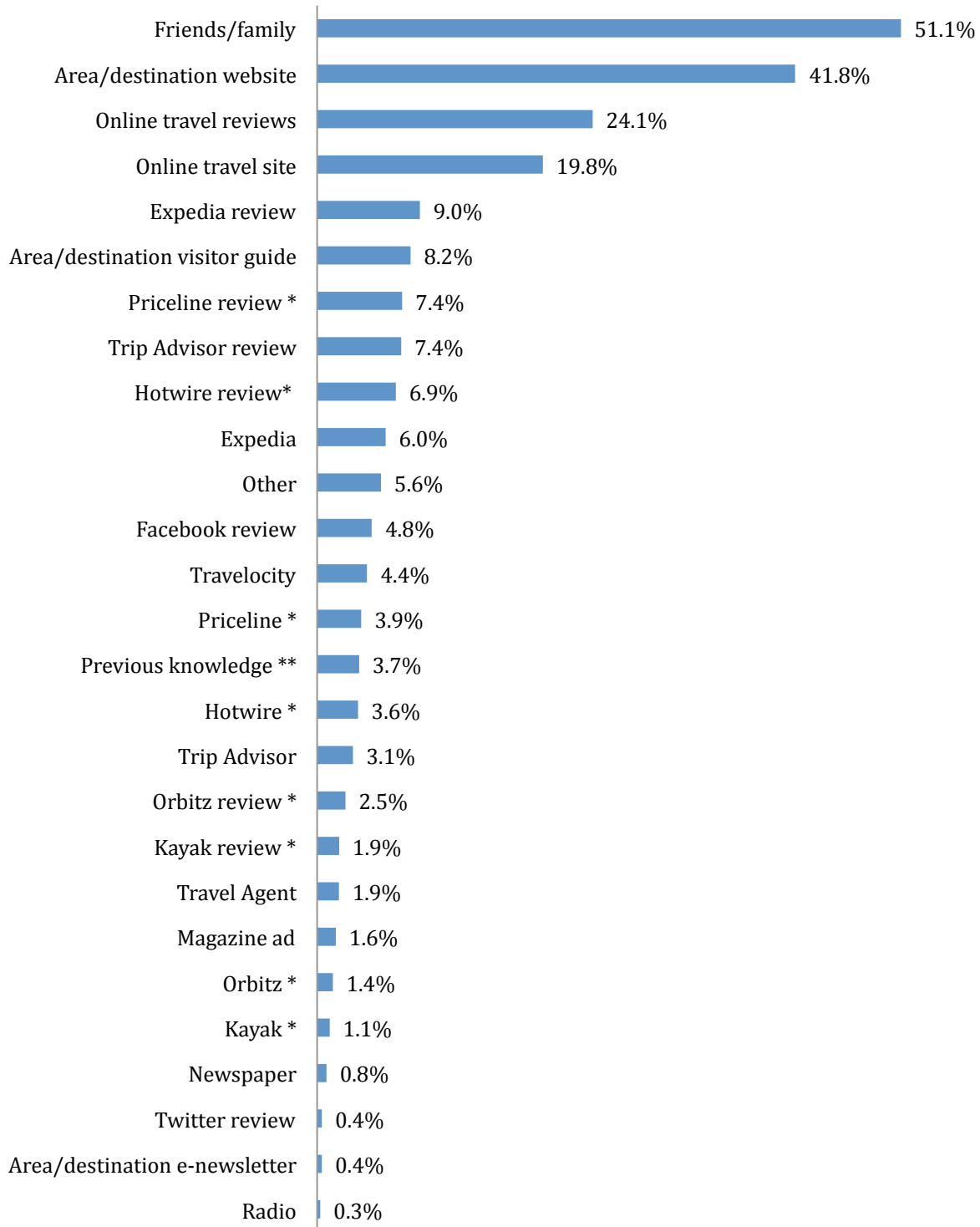
Note: "Wedding" added based upon large number of write-in responses

### *Trip planning timeframe and information sources*

Just over half of all respondents (52.7%) planned their trip a month or more in advance (**Figure 23**). Nearly a quarter of respondents (24.3%), however, planned their trip within two weeks of its occurrence.

In terms of most frequently used, family and friends, area/destination website and online travel sites and reviews were the most frequently used information sources (**Figure 24**). Notably, however, online travel sites and reviews were far less frequently cited as respondent's most important information source; nearly two-thirds of respondents cited friends/family or area/destination websites as their most important information source (**Figure 25; Figure 26**).

**Figure 23** Trip planning time frame among 2012 Bloomington Area Visitor Survey respondents (n=736)

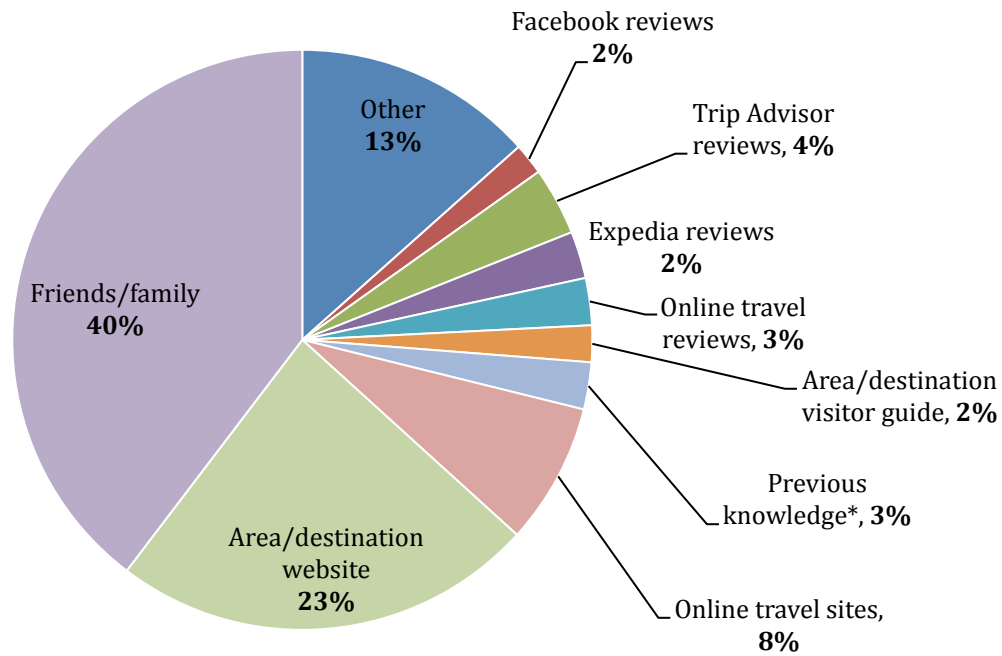


**Figure 24** Information sources used by 2012 Bloomington Area Visitor Survey respondents (n=734)

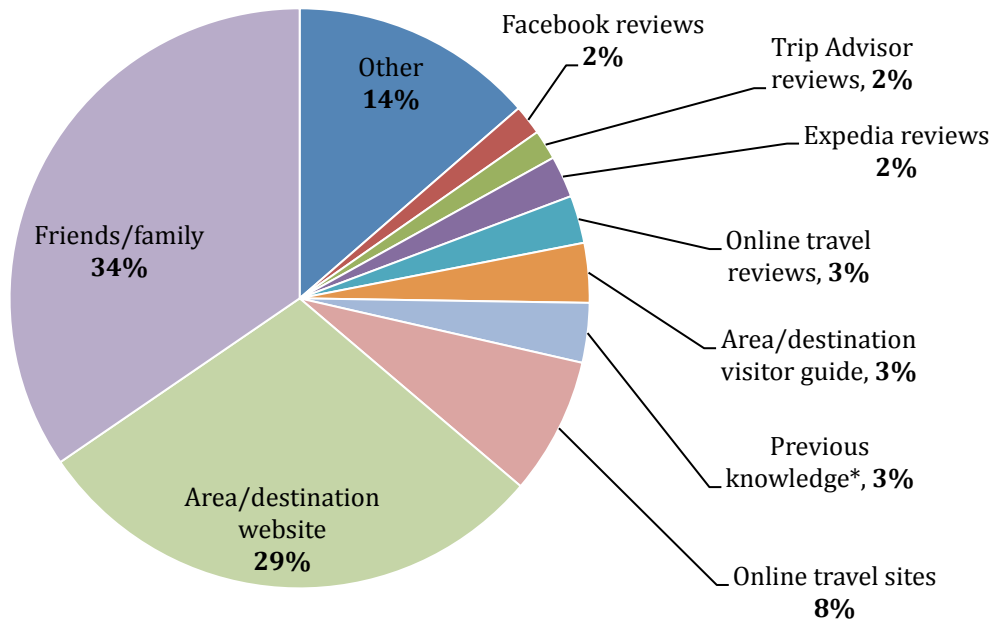
*Notes:*

\* Response only available on questionnaire administered July 13 through August 19 (n=361)

\*\* "Previous knowledge" added based upon large number of write-in responses



**June 22 - July 11 (n=343)**

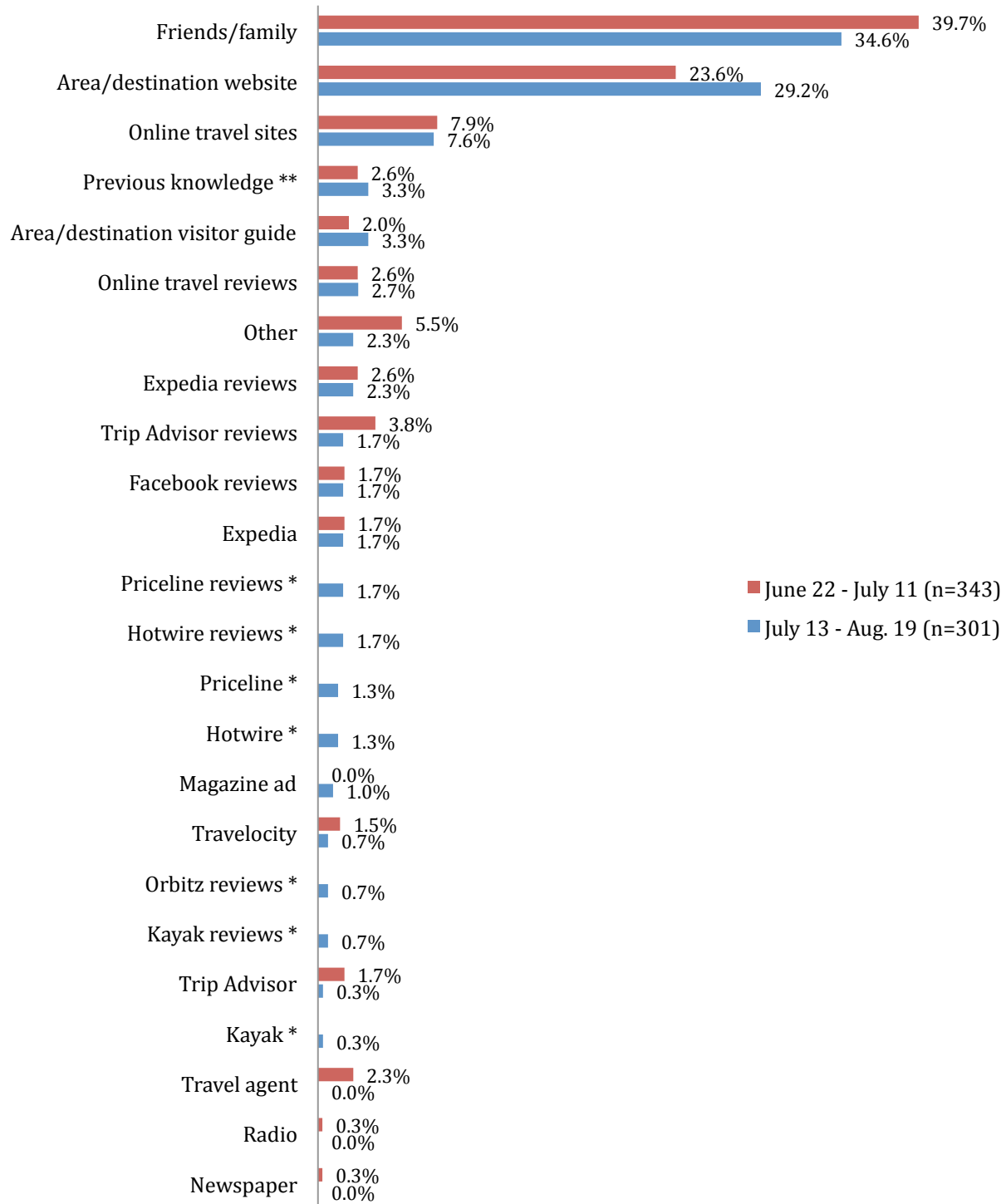


**July 13 - Aug. 19 (n=301)**

**Figure 25** Top information sources identified as most important by 2012 Bloomington Area Visitor Survey respondents

*Note:*

\* "Previous knowledge" added based upon large number of write-in responses



**Figure 26** All information sources identified as most important by 2012 Bloomington Area Visitor Survey respondents

Notes:

\* Response only available on questionnaire administered July 13 through August 19

\*\* "Previous knowledge" added based upon large number of write-in responses

The two most frequently used information sources, “friends/family” and “area/destination website”, hold across generational groups (**Table 6**), although the Silent generation is more likely to use friend/family and Gen Xers rely more on the area website than others. Friends and area websites remain important, despite past visitation (**Figure 27**). Among group types, however, those travelling alone relied more on Orbitz and online reviews than the area website (**Table 7**).

**Table 6** Most important information sources for trip planning among generational groups in the 2012 Bloomington Area Visitor Survey respondents

| Information source                         | Percentage (%) of generation using source |                               |                                |                                | Statistics |          |
|--|---|-------------------------------|--------------------------------|--------------------------------|------------|----------|
|  | Silent Generation (1924-45) (n=45)        | Baby Boomer (1946-64) (n=223) | Generation X (1965-18) (n=276) | Generation Y (1979-94) (n=162) | $\chi^2$   | Sig.     |
| Friends/family                             | 71.1                                      | 46.4                          | 45.8                           | 59.5                           | 16.8       | .001 *** |
| Area/destination website                   | 31.1                                      | 32.4                          | 53.8                           | 39.9                           | 26.5       | .000 *** |
| Online travel reviews                      | 17.8                                      | 22.5                          | 28.7                           | 22.1                           | 4.7        | .192     |
| Online travel site                         | 13.3                                      | 19.8                          | 21.1                           | 20.2                           | 1.5        | .690     |
| Expedia review                             | 11.1                                      | 7.7                           | 11.6                           | 6.1                            | 4.7        | .199     |
| Area/destination visitor guide             | 6.7                                       | 6.8                           | 10.5                           | 8.0                            | 2.6        | .458     |
| Priceline review                           | 0.0                                       | 6.0                           | 8.3                            | 10.7                           | 2.6        | .451     |
| Tip advisor review                         | 2.2                                       | 7.7                           | 10.2                           | 4.3                            | 7.1        | .070     |
| Hotwire review <sup>1</sup>                | 0.0                                       | 10.0                          | 7.1                            | 5.3                            | 2.7        | .436     |
| Expedia                                    | 4.4                                       | 5.4                           | 6.5                            | 6.1                            | 0.5        | .922     |
| Other                                      | 8.9                                       | 6.3                           | 6.5                            | 1.8                            | 6.0        | .111     |
| Facebook review                            | 0.0                                       | 4.1                           | 5.8                            | 5.5                            | 3.3        | .343     |
| Travelocity                                | 2.2                                       | 4.5                           | 6.2                            | 2.5                            | 3.9        | .272     |
| Priceline <sup>1,2</sup>                   | 0.0                                       | 4.0                           | 4.5                            | 4.0                            | ---        | ---      |
| Hotwire <sup>1,2</sup>                     | 0.0                                       | 6.0                           | 3.2                            | 2.7                            | ---        | ---      |
| Previous knowledge <sup>3</sup>            | 2.2                                       | 3.6                           | 2.9                            | 4.9                            | 1.4        | .696     |
| Trip advisor                               | 0.0                                       | 3.6                           | 4.4                            | 1.8                            | 3.7        | .296     |
| Orbitz <sup>1,2</sup>                      | 0.0                                       | 1.0                           | 3.8                            | 2.7                            | ---        | ---      |
| Kayak review <sup>1,2</sup>                | 0.0                                       | 1.0                           | 3.2                            | 1.3                            | ---        | ---      |
| Travel agent <sup>2</sup>                  | 4.4                                       | 3.2                           | 1.1                            | 1.2                            | ---        | ---      |
| Magazine ad <sup>2</sup>                   | 2.2                                       | 1.8                           | 1.5                            | 1.8                            | ---        | ---      |
| Orbitz <sup>1,2</sup>                      | 0.0                                       | 3.0                           | 1.3                            | 0.0                            | ---        | ---      |
| Kayak <sup>1,2</sup>                       | 0.0                                       | 2.0                           | 1.3                            | 0.0                            | ---        | ---      |
| Newspaper <sup>2</sup>                     | 2.2                                       | 0.5                           | 1.1                            | 0.6                            | ---        | ---      |
| Area/destination e-newsletter <sup>2</sup> | 2.2                                       | 0.0                           | 0.7                            | 0.0                            | ---        | ---      |
| Twitter review <sup>2</sup>                | 0.0                                       | 0.0                           | 0.4                            | 0.6                            | ---        | ---      |
| Radio <sup>2</sup>                         | 0.0                                       | 0.0                           | 0.4                            | 0.0                            | ---        | ---      |

Notes:

<sup>1</sup> Response only available on questionnaire administered July 13 through August 19

<sup>2</sup> Response too low for statistical comparison

<sup>3</sup> “Previous knowledge” added based upon large number of write-in responses

\*  $p \leq .05$ . \*\*  $p \leq .01$ . \*\*\*  $p \leq .001$

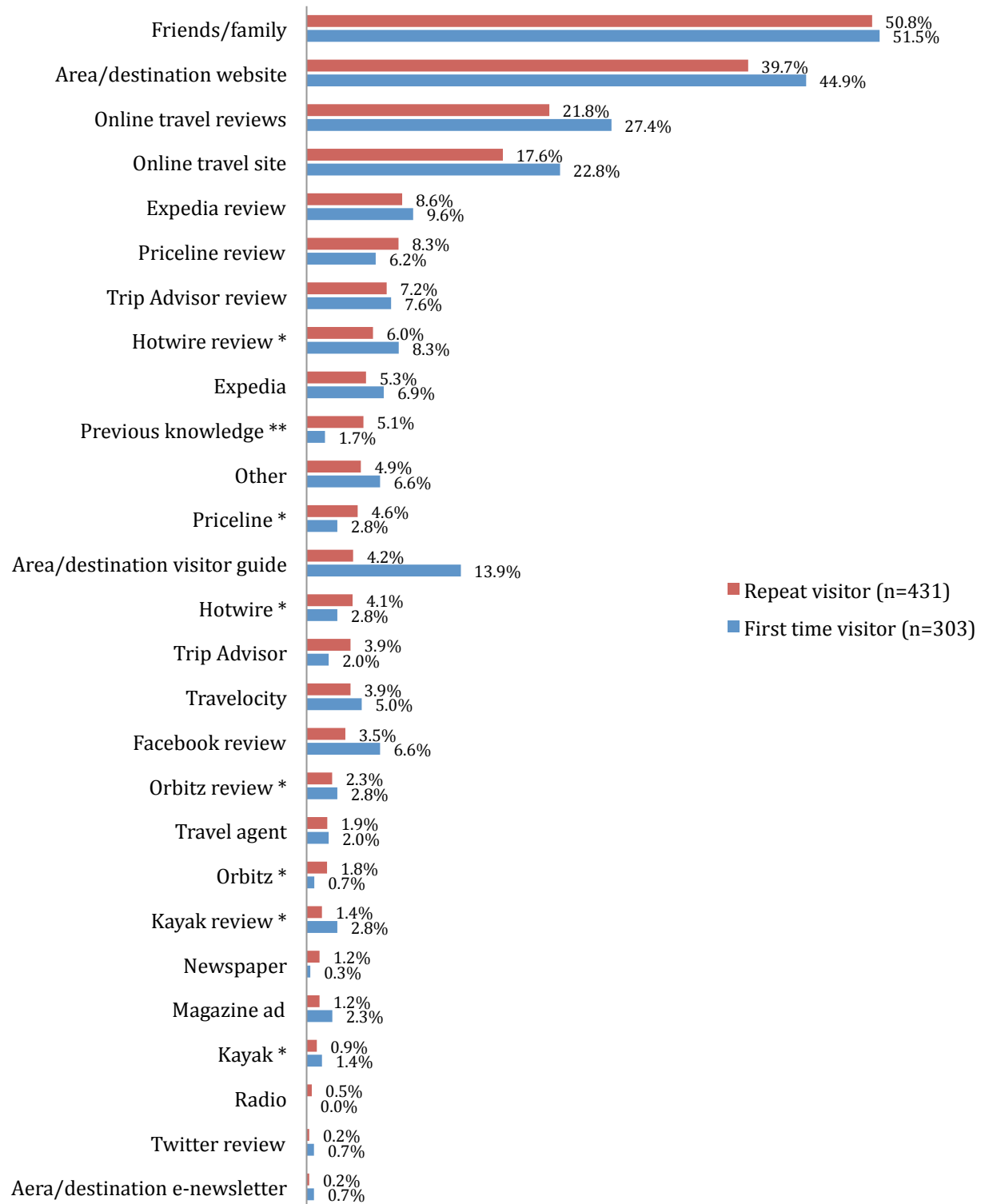
**Table 7** Most important information sources for trip planning among group types for 2012  
Bloomington Area Visitor Survey respondents

|                                 | <i>Percentage (%) of group using source</i> |                           |                   |                   |                            |
|---------------------------------|---|---------------------------|-------------------|-------------------|----------------------------|
|                                 | Alone<br>(n=20)                             | Couple/Partner<br>(n=108) | Family<br>(n=480) | Friends<br>(n=30) | Family & friends<br>(n=80) |
| Friends/family                  | 65.0  | 58.3                      | 46.3              | 63.3              | 61.3                       |
| Area/destination website        | 0.0   | 33.3                      | 45.8              | 36.7              | 42.5                       |
| Online travel reviews           | 15.0  | 20.4                      | 27.5              | 13.3              | 17.5                       |
| Online travel site              | 20.0  | 21.3                      | 19.6              | 16.7              | 21.3                       |
| Expedia reviews                 | 5.0   | 9.3                       | 9.6               | 6.7               | 7.5                        |
| Area/destination visitor guide  | 5.0   | 3.7                       | 9.2               | 6.7               | 8.8                        |
| Priceline reviews               | 0.0   | 16.7                      | 6.8               | 11.1              | 3.0                        |
| Trip advisor reviews            | 0.0   | 9.3                       | 8.3               | 0.0               | 5.0                        |
| Hotwire reviews <sup>1</sup>    | 0.0   | 8.3                       | 8.0               | 5.6               | 0.0                        |
| Expedia                         | 10.0  | 4.6                       | 5.8               | 3.3               | 8.8                        |
| Other                           | 15.0  | 5.6                       | 4.4               | 10.0              | 8.8                        |
| Facebook reviews                | 0.0   | 4.6                       | 5.0               | 3.3               | 5.0                        |
| Travelocity                     | 15.0  | 2.8                       | 4.4               | 0.0               | 5.0                        |
| Priceline <sup>1</sup>          | 14.3  | 8.3                       | 3.4               | 0.0               | 3.0                        |
| Hotwire <sup>1</sup>            | 14.3  | 5.6                       | 2.7               | 11.1              | 3.0                        |
| Previous knowledge <sup>2</sup> | 5.0   | 1.9                       | 4.6               | 0.0               | 1.3                        |
| Trip Advisor                    | 5.0   | 3.7                       | 3.3               | 0.0               | 2.5                        |
| Orbitz reviews <sup>1</sup>     | 0.0   | 2.8                       | 2.7               | 5.6               | 0.0                        |
| Kayak reviews <sup>1</sup>      | 0.0   | 2.8                       | 2.3               | 0.0               | 0.0                        |
| Travel agent                    | 5.0   | 1.9                       | 1.7               | 3.3               | 2.5                        |
| Magazine ad                     | 5.0   | 0.9                       | 1.7               | 0.0               | 2.5                        |
| Orbitz <sup>1</sup>             | 28.6  | 0.0                       | 1.1               | 0.0               | 0.0                        |
| Kayak <sup>1</sup>              | 14.3  | 0.0                       | 1.1               | 0.0               | 0.0                        |
| Newspaper                       | 0.0   | 0.9                       | 0.8               | 0.0               | 1.3                        |
| Area/destination e-newsletter   | 0.0   | 0.0                       | 0.4               | 3.3               | 0.0                        |
| Twitter reviews                 | 0.0   | 0.9                       | 0.4               | 0.0               | 0.0                        |
| Radio                           | 0.0   | 1.9                       | 0.0               | 0.0               | 0.0                        |

Notes:

<sup>1</sup> Response only available on questionnaire administered July 13 through August 19

<sup>2</sup> "Previous knowledge" added based upon large number of write-in responses



**Figure 27** Most important information sources for trip planning among first-time and repeat visitors of the 2012 Bloomington Area Visitor Survey respondents

Notes:

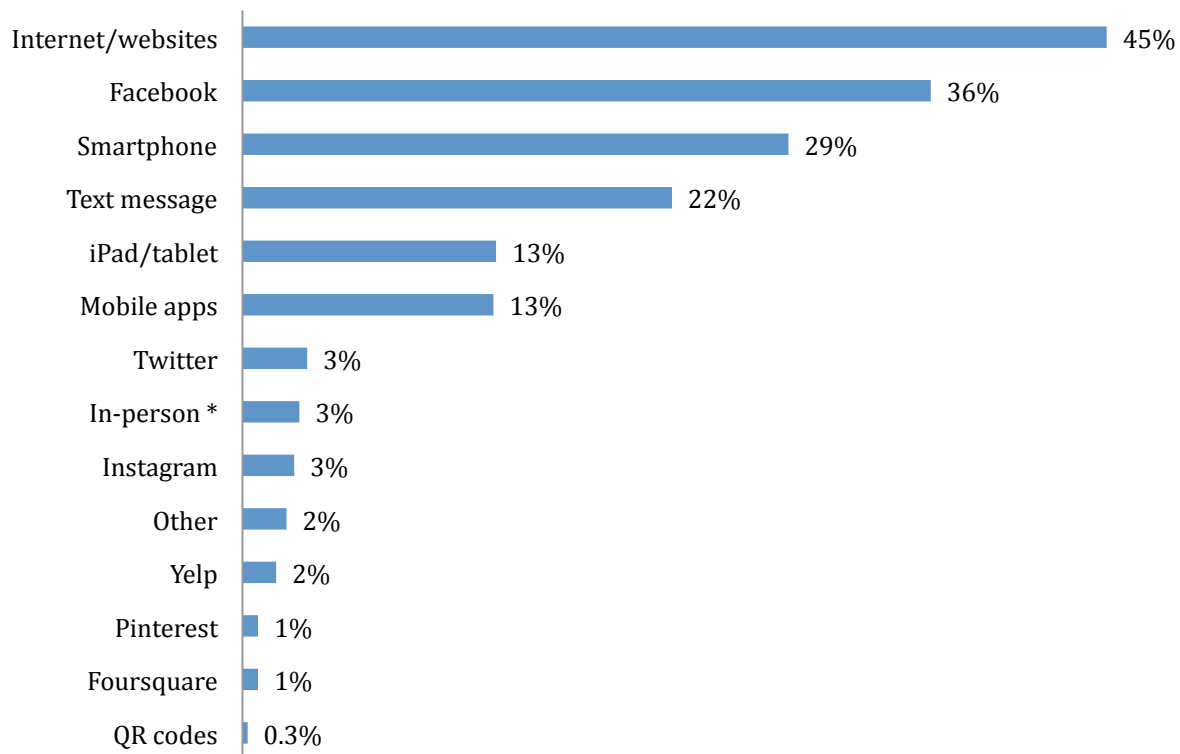
\* Response only available on questionnaire administered July 13 through August 19

\*\* "Previous knowledge" added based upon large number of write-in responses



### Use of social media during trip

Respondents used a variety of mobile and electronic media to share and get information during their trip (**Figure 28**). Nearly half of respondents (45.3%) reported using the internet and/or websites to get or share information. Facebook was the most frequently used social media site (36.0%), while other social media sites such as Twitter (3.4%) and Instagram (2.7%) were less frequently used. Respondents reported using a large variety of mobile media, including smartphones (29.4%), text messaging (22.5%), iPads and tablets (13.3%), and mobile apps (13.1%).

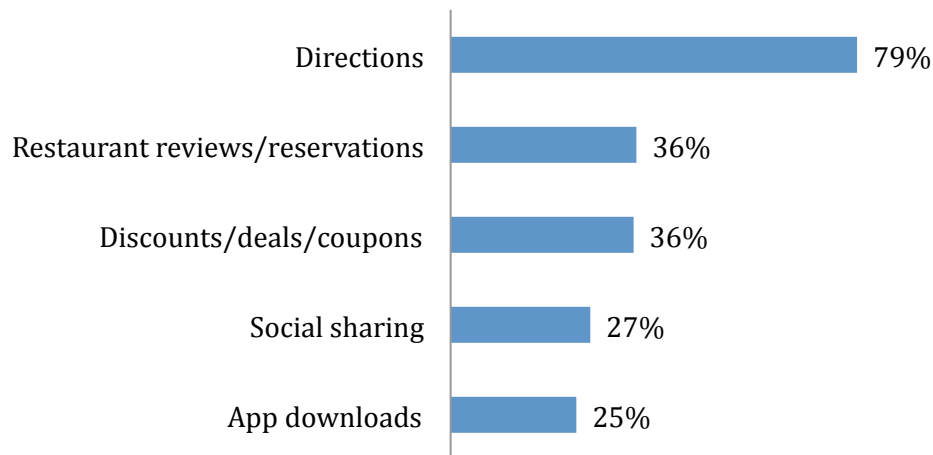


**Figure 28** Information sharing and acquisition sources among 2012 Bloomington Area Visitor Survey respondents during their trip (n=738)

Note:

\* "In person" added based upon large number of write-in responses

Respondents reported using technology for a variety of reasons (**Figure 29**). Nearly 8 out of 10 respondents reported using technology for directions. Other uses were also frequently reported: over a third of respondents used their electronic and social media for restaurant reviews/reservations and discounts, deals, or coupons. A quarter of respondents reported using technology for social sharing and application downloads.

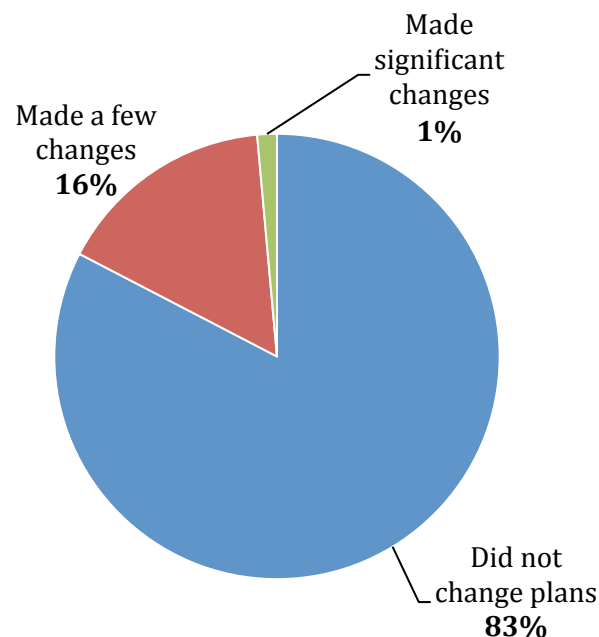


**Figure 29** Specific purpose for electronic and social media use among 2012 Bloomington Area Visitor Survey respondents (n=367)

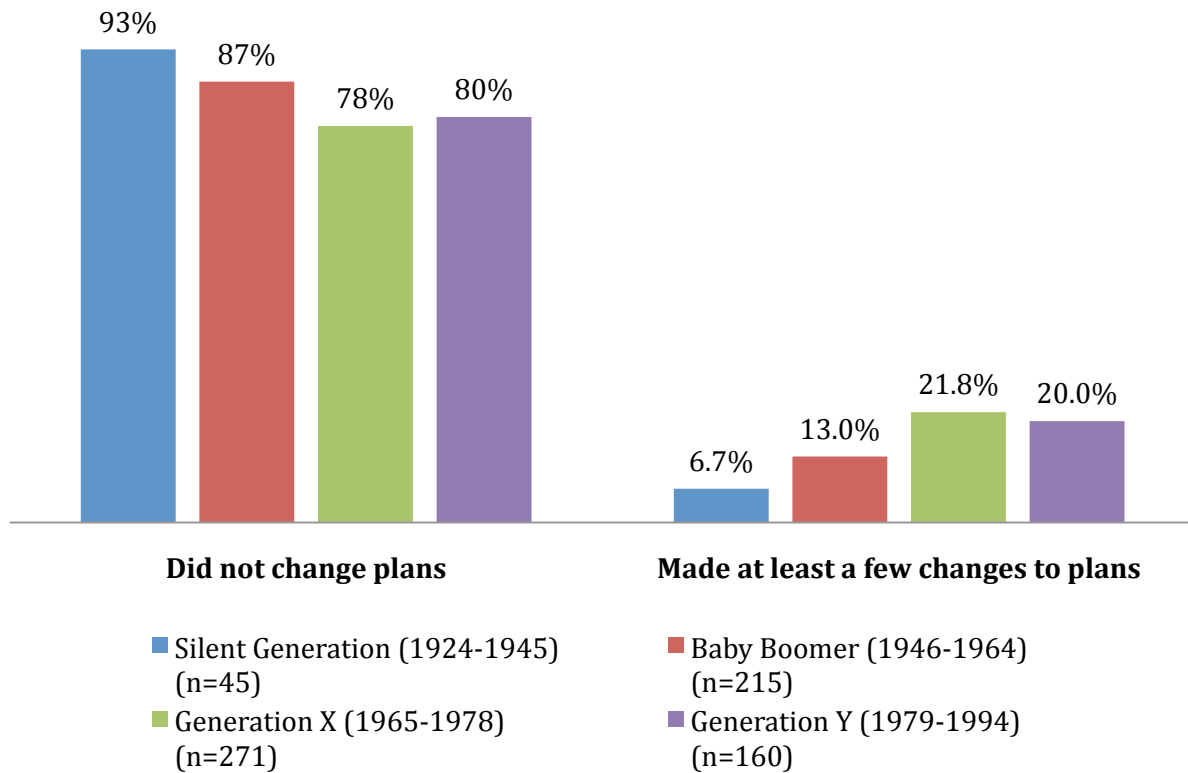
*Note:*

Question included only on questionnaires administered July 13 through August 19

The majority of respondents (82.6%) did not change their original travel plans based upon information found on social media (**Figure 30**). Generation X and Generation Y respondents were significantly ( $p \leq 05$ ) more likely to make at least a few changes to their plans based on social media than were the Silent Generation and Baby Boomers (**Figure 31**).



**Figure 30** Impact of social media on original travel plans among 2012 Bloomington Area Visitor Survey respondents (n = 702)



**Figure 31** Impact of social media information on original travel plans by generation among 2012 Bloomington Area Visitor Survey respondents

A comparison of media sources used to share and get information across generations revealed notable differences (**Table 8**). While no statistical differences were found across generations for general use of the internet, text messaging, or iPads or other tablets, Generation X and Generation Y were significantly more likely to use Facebook and smartphones. Those in the Silent Generation were much less likely to use mobile apps than the others. Generally, there was an inverse relationship between media usage and age.

Three of five purposes for technology use differed by generational group (**Table 9**). Generation X and Generation Y, for example, were more likely to use electronic and social media for directions and social sharing. No statistically significant differences among generations were observed for using technology for restaurant reviews/reservations or app downloads.

**Table 8** Comparison of social media sources and mobile devices used to share and get information across generations among 2012 Bloomington Area Visitor Survey respondents

| <b>Media</b>            | <i>Percentage (%) of generation using media</i>       |   |   |   | <i>Statistics</i>          |             |
|-------------------------|---|---|---|---|----------------------------|-------------|
|                         | <b>Silent<br/>Generation<br/>(1924-45)<br/>(n=45)</b> | <b>Baby<br/>Boomers<br/>(1946-64)<br/>(n=223)</b> | <b>Generation<br/>X<br/>(1965-78)<br/>(n=277)</b> | <b>Generation<br/>Y<br/>(1979-94)<br/>(n=163)</b> | <b><math>\chi^2</math></b> | <b>Sig.</b> |
| Internet/websites       | 48.9  | 47.5  | 45.5  | 40.5  | 2.21                       | .531        |
| Facebook                | 15.6  | 24.7  | 40.1  | 50.9  | 38.26                      | .000 ***    |
| Smartphone              | 13.3  | 24.2  | 32.1  | 33.7  | 10.97                      | .012 *      |
| Text message            | 13.3  | 20.6  | 23.8  | 25.2  | 3.56                       | .313        |
| iPad/tablet             | 11.1  | 13.0  | 16.2  | 11.7  | 2.41                       | .492        |
| Mobile apps             | 6.7   | 14.8  | 10.1  | 18.4  | 8.29                       | .040 *      |
| Twitter                 | 0.0   | 2.2   | 3.6   | 5.5   | 4.78                       | .189        |
| Instagram <sup>1</sup>  | 0.0   | 2.2   | 1.8   | 6.1   | ---                        | ---         |
| Other <sup>1</sup>      | 6.7   | 4.5   | 1.1   | 0.6   | ---                        | ---         |
| Yelp <sup>1</sup>       | 0.0   | 1.3   | 2.5   | 1.2   | ---                        | ---         |
| Foursquare <sup>1</sup> | 0.0   | 0.4   | 1.4   | 0.6   | ---                        | ---         |
| Pinterest <sup>1</sup>  | 0.0   | 1.3   | 0.7   | 0.6   | ---                        | ---         |
| QR codes <sup>1</sup>   | 0.0   | 0.0   | 0.4   | 0.6   | ---                        | ---         |

<sup>1</sup> Responses too low for statistical comparisons\*  $p \leq .05$ . \*\*  $p \leq .01$ . \*\*\*  $p \leq .001$ **Table 9** Comparison of purposes for using electronic and social media among 2012 Bloomington Area Visitor respondents <sup>1</sup>

| <b>Purpose</b>                     | <i>Percentage (%) of generation using source</i>      |  |   |  | <i>Statistics</i>          |             |
|------------------------------------|---|--|---|--|----------------------------|-------------|
|                                    | <b>Silent<br/>Generation<br/>(1924-45)<br/>(n=15)</b> | <b>Baby<br/>Boomer<br/>(1946-64)<br/>(n=101)</b> | <b>Generation<br/>X<br/>(1965-18)<br/>(n=158)</b> | <b>Generation<br/>Y<br/>(1979-94)<br/>(n=75)</b> | <b><math>\chi^2</math></b> | <b>Sig.</b> |
| Directions                         | 53.3  | 76.2   | 84.2  | 81.3   | 9.35                       | .025 *      |
| Discounts/deals/coupons            | 20.0  | 31.7   | 45.6  | 30.7   | 9.32                       | .025 *      |
| Restaurant<br>reviews/reservations | 33.3  | 34.7   | 36.1  | 41.3   | 0.98                       | .807        |
| Social sharing                     | 0.0   | 21.8   | 31.6  | 33.3   | 9.91                       | .019 *      |
| App downloads                      | 20.0  | 19.8   | 25.3  | 30.7   | 2.95                       | .399        |

Notes:

<sup>1</sup> Question included only on questionnaires administered July 13 through August 19\*  $p \leq .05$ . \*\*  $p \leq .01$ . \*\*\*  $p \leq .001$

To different extents, changes to original travel plans were related to both type and purpose of media use. Specifically, tablet users were more likely to change their original plans than others (**Table 10**). Similarly, the purpose for which respondents used electronic media was associated with likelihood of changing plans (**Table 11**). Nearly a third of respondents who used their electronic media for social sharing and application downloads made at least a few changes to their original plans, compared to only 21.1% of all respondents.

**Table 10** Change in original travel plans based on social media by media source and media device among 2012 Bloomington Area Visitor Survey respondents

| Media                         | Percentage (%)                           |                      | Statistics |         |
|-------------------------------|--|----------------------|------------|---------|
|                               | Made at least a few changes <sup>1</sup> | Did not change plans | $\chi^2$   | Sig.    |
| iPad/tablet (n=97)            | 27.8                                     | 72.2                 | 8.57       | .003 ** |
| Text message (n=158)          | 21.5                                     | 78.5                 | 2.43       | .119    |
| Facebook (n=251)              | 20.7                                     | 79.3                 | 3.03       | .082    |
| Smartphone (n=204)            | 19.6                                     | 80.4                 | 0.99       | .319    |
| Other (n=16)                  | 18.8                                     | 81.3                 | 0.02       | .884    |
| Mobile apps (n=93)            | 18.3                                     | 81.7                 | 0.06       | .806    |
| Internet/websites (n=315)     | 18.1                                     | 81.9                 | 0.20       | .651    |
| QR codes (n=2) <sup>2</sup>   | 100.0                                    | 0.0                  | ---        | ---     |
| Instagram (n=19) <sup>2</sup> | 31.6                                     | 68.4                 | ---        | ---     |
| Yelp (n=13) <sup>2</sup>      | 30.8                                     | 69.2                 | ---        | ---     |
| Twitter (n=23) <sup>2</sup>   | 30.4                                     | 69.6                 | ---        | ---     |
| Foursquare (n=5) <sup>2</sup> | 20.0                                     | 80.0                 | ---        | ---     |
| Pinterest (n=5) <sup>2</sup>  | 0.0                                      | 100.0                | ---        | ---     |

<sup>1</sup> In total sample, 17.4% of respondents made at least a few changes to their plans

<sup>2</sup> Responses too low for statistical comparison

\*  $p \leq .05$ . \*\*  $p \leq .01$ . \*\*\*  $p \leq .001$

**Table 11** Change in original travel plans based on social media by purpose of technological use among 2012 Bloomington Area Visitor Survey respondents <sup>1</sup>

| Using technology for:                   | Percentage (%)                                    |  | Statistics |         |
|---|---|--|------------|---------|
|   | Made at least a few changes to plans <sup>2</sup> | Did not change plans based on social media | $\chi^2$   | Sig.    |
| Social sharing (n=97)                   | 30.9  | 69.1                                       | 7.82       | .005 ** |
| App downloads (n=86)                    | 30.2  | 69.8                                       | 5.74       | .017 *  |
| Discounts/deals/coupons (n=129)         | 24.8  | 75.2                                       | 1.70       | .192    |
| Restaurant reviews/reservations (n=127) | 22.8  | 77.2                                       | 0.36       | .547    |
| Directions (n=278)                      | 20.5  | 79.5                                       | 0.30       | .584    |

Notes:

<sup>1</sup> Question included only on questionnaires administered July 13 through August 19

<sup>2</sup> Between July 13 and August 19, 21.1% of respondents made at least a few changes to their plans

\*  $p \leq .05$ . \*\*  $p \leq .01$ . \*\*\*  $p \leq .001$

## BRIEF DISCUSSION

The 2012 summer visitor to the Bloomington area has some demographic characteristics comparable to the 2007 Metro visitor such as age and select trip characteristics (as reported by Davidson-Peterson, 2008). However, notable differences in the 2012 Bloomington respondents and those to the 2007 Metro questionnaire include: a higher percent of international tourists (11% Bloomington vs 5% Metro 2007), a higher percent of income above \$100,000 (40% Bloomington vs 23% Metro 2007), greater geographic origin diversity (15% from Minnesota in Bloomington vs 40% Metro 2007), a larger party size (nearly 4 in Bloomington vs 3 in Metro 2007), shorter stay (3 nights Bloomington vs 4 Metro 2007) and greater percent of people visiting Mall of America (70% Bloomington vs 32% Metro 2007). While the data is not directly comparable due to sampling sizes and timeframes sampled, these differences are of interest.

Not surprisingly, the number of visitors shopping and shopping at the Mall of America was higher in Bloomington than the metro area in 2012 or 2007. Given the proximity to the Mall, it may not be surprising that Bloomington has respondents with great geographic diversity compared to the metro or Gateway visitors. However, Bloomington visitors spent fewer nights than the Gateway or Metro.

Information sources for trip planning in 2012 were similar in that family and friends and generally 'the internet' were still important and frequently used sources. However, the 2012 study significantly differentiated types of internet sites and social media used to obtain and share information, based on the evolving marketplace. Perhaps of most interest is the depth to which the use of information sources and activities were explored in this report by group type, generational group and visitation pattern. Each of these analyses provides insight for niche and targeted marketing opportunities.

Given the rapidly changing online marketplace, the use of social media and various media platforms is of significant interest and a major trend (Smith, 2012). While friends and family remained the primary and most important information source for the majority of the respondents, area websites was a very highly used second source of information for trip planning. However, online travel sites and reviews were used by nearly one-fifth of visitors and are increasingly used information sites.

Importance of reviews for travel overall as well as restaurants is revealed in the respondents use of these before and during the trip. Results indicate that sharing travel experiences via social media was negatively related to age, similar to Ip, Lee and Law (2010) and Broner and de Hogg (2011). While research is evolving in this area, Broner and de Hogg (2011) found five primary factors for information sharing/eWOM about travel: 1)

for economic gain, 2) to help others, 3) to create a sense of community, 4) for consumer empowerment and 5) to help companies. Still, Smith (2012) reports consumers are overwhelmed with the amount of data available to them. Subsequently, Smith encourages destinations to provide opportunities for consumers to customize their information and provide direct access to information most important to them.

This project profiled and differentiated summer tourists to the Bloomington area. The information attained through this project can inform marketing timing, placement content. However, given the evolving marketplace, updating the profile information every three to five years is recommended.

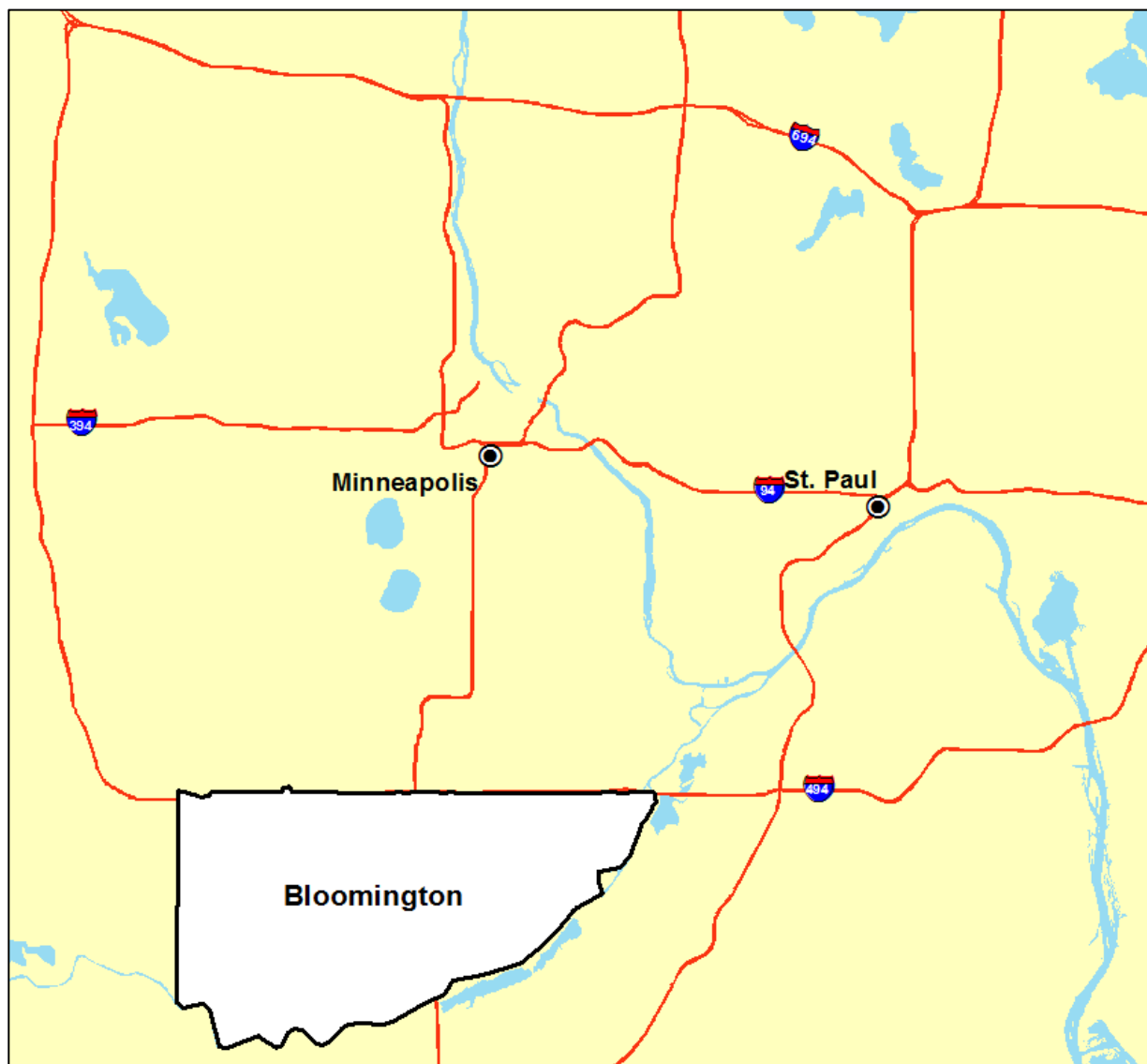
## REFERENCES

- Bronner, F., & de Hogg, V. (2011). Vacationers and eWOM: Who posts and why, where and what? *Journal of Travel Research*, 50(1), 15-26.
- Davidson-Peterson Associates. (2008). The Profile of Travelers in Minnesota (2005/2007). Davidson-Peterson Associates, Kennebuck, ME.
- Ip, C., Lee, H.A., & Law, R. (2010). Profiling the Users of Travel Websites for Planning and Online Experience Sharing. *Journal of Hospitality and Tourism Research*, 36, 418-426.
- Smith, A. (2012). Reaching Audiences in the Digital Age: Key Research Trends to Watch. Presentation at the Florida Governor's Tourism Conference. Retrieved September 17, 2012 from [www.pewinternet.org/~/\\_/.../Aaron%20Smith%20FL%20Tourism.ppt](http://www.pewinternet.org/~/_/.../Aaron%20Smith%20FL%20Tourism.ppt)
- US Census Bureau. (2012, April). Annual Estimates of the Population of Metropolitan and Micropolitan Statistical Areas: April 1, 2010 to July 1, 2011 (CBSA-EST2011-01). US Census Bureau, Data Integration Division. Retrieved from <http://www.census.gov/popest/data/metro/totals/2011/index.html>



## APPENDICES

## Appendix A: Study area



## Appendix B: Weekday sampling

Monday, June 25

Thursday, June 28

Tuesday, July 3

Wednesday, July 11

Tuesday, July 24

Wednesday, August 8

Thursday, August 16

## Appendix C: Study sites

### Accommodations

**Best Western Plus**  
Bloomington, MN

**Country Inn & Suites**  
Bloomington, MN

**Crowne Plaza Minneapolis Airport Hotel**  
Bloomington, MN

**Crowne Plaza Minneapolis West**  
Bloomington, MN

**Hilton Minneapolis/Bloomington**  
Bloomington, MN

**Radisson Hotel Bloomington**  
Bloomington, MN

### Attractions

**Water Park of America**  
Bloomington, MN

### Retail

**Mall of America, Sears Court**  
Bloomington, MN

**Mall of America, North Garden**  
Bloomington, MN

## Appendix D: Survey instrument (June 22 – July 12)



### Bloomington Area Visitor Survey 2012

1. What was the primary reason that you made this leisure trip to the area? (Check ☐ only 1)
 

|   |   |   |
|---|---|---|
| <input type="checkbox"/> Attractions/family fun           | <input type="checkbox"/> Festival/event         | <input type="checkbox"/> Museums/historic sites   |
| <input type="checkbox"/> Online deal (ie. Group on, etc.) | <input type="checkbox"/> Outdoor recreation     | <input type="checkbox"/> Romantic getaway         |
| <input type="checkbox"/> Shopping                         | <input type="checkbox"/> Sporting event         | <input type="checkbox"/> Theaters/performing arts |
| <input type="checkbox"/> Visit family/friends             | <input type="checkbox"/> Other (Explain: _____) |   |
2. How far in advance did you plan this trip? (Check ☐ only 1)
 

|  |   |   |
|--|---|---|
| <input type="checkbox"/> Less than 2 weeks             | <input type="checkbox"/> 2 to 4 weeks (1 month) | <input type="checkbox"/> 5 to 8 weeks (1 to 2 months) |
| <input type="checkbox"/> 9 to 13 weeks (2 to 3 months) | <input type="checkbox"/> 13+ weeks              |   |
3. What information sources did you use to plan this trip? (Check ☐ all that apply)
 

|   |   |  |
|---|---|--|
| <input type="checkbox"/> Area/destination website | <input type="checkbox"/> Area/destination visitor guide | <input type="checkbox"/> Area/destination e-newsletter |
| <input type="checkbox"/> Friends/family           | <input type="checkbox"/> Magazine ad                    | <input type="checkbox"/> Newspaper                     |
| <input type="checkbox"/> Online travel reviews    | <input type="checkbox"/> Online travel sites            | <input type="checkbox"/> Radio                         |
| Which ones?                                       | Which ones?   | <input type="checkbox"/> Travel agent                  |
| <input type="checkbox"/> Expedia                  | <input type="checkbox"/> Expedia                        | <input type="checkbox"/> Other (what? _____)           |
| <input type="checkbox"/> Facebook                 | <input type="checkbox"/> Travelocity                    |  |
| <input type="checkbox"/> Trip Advisor             | <input type="checkbox"/> Trip Advisor                   |  |
| <input type="checkbox"/> Twitter                  |   |  |
4. Which of the information sources you checked above was the most important? Please circle it in the question above.
5. Which of the following will you use to share or get information about your travel during this trip? (Check ☐ all that apply)
 

|                                      |                                       |   |                                    |  |
|--------------------------------------|---------------------------------------|---|------------------------------------|--|
| <input type="checkbox"/> Facebook    | <input type="checkbox"/> Foursquare   | <input type="checkbox"/> Internet/websites      | <input type="checkbox"/> Instagram | <input type="checkbox"/> iPad / tablet |
| <input type="checkbox"/> Mobile apps | <input type="checkbox"/> Text message | <input type="checkbox"/> Twitter                | <input type="checkbox"/> Pinterest | <input type="checkbox"/> QR codes      |
| <input type="checkbox"/> Smartphone  | <input type="checkbox"/> Yelp         | <input type="checkbox"/> Other (Explain: _____) |                                    |  |
6. Including this trip, how many times have you travelled to the area...
 

|                        |   |  |
|------------------------|---|--|
| in the last 12 months? | <input type="checkbox"/> times last 12 months |  |
| ever?                  | <input type="checkbox"/> times ever           | OR <input type="checkbox"/> too many to remember |
7. What was your primary mode of transportation you used for this trip?
 

|                                     |                                    |                                |                                |  |
|-------------------------------------|------------------------------------|--------------------------------|--------------------------------|--|
| <input type="checkbox"/> Airplane   | <input type="checkbox"/> Bicycle   | <input type="checkbox"/> Bus   | <input type="checkbox"/> Boat  | <input type="checkbox"/> Car, van, truck |
| <input type="checkbox"/> Motorcycle | <input type="checkbox"/> RV/Camper | <input type="checkbox"/> Train | <input type="checkbox"/> Other |  |
8. How many nights are you staying in the Minneapolis-St Paul area?  # of nights (if 0, go to question 11)
9. Are you staying overnight....( Check ☐ only 1)
 

|   |  |
|---|--|
| <i>In paid accommodations</i>                                 | <i>In accommodation with no charge</i>                   |
| <input type="checkbox"/> A hotel/motel/historic inn           | <input type="checkbox"/> At the home of family or friend |
| <input type="checkbox"/> A bed and breakfast                  | <input type="checkbox"/> At my vacation home/condo/cabin |
| <input type="checkbox"/> A vacation home/condo/cabin I rented | <input type="checkbox"/> At a campground with no fee     |
| <input type="checkbox"/> In a campground                      | <input type="checkbox"/> Other (what? _____)             |
10. What was the primary reason you chose this lodging (Check ☐ only 1)?
 

|   |  |  |  |
|---|--|--|--|
| <input type="checkbox"/> Free parking           | <input type="checkbox"/> Hotel amenities | <input type="checkbox"/> Hotel brand           | <input type="checkbox"/> Location                    |
| <input type="checkbox"/> Loyalty/reward program | <input type="checkbox"/> Price           | <input type="checkbox"/> Special offer/package | <input type="checkbox"/> Sustainable/green practices |

## Appendix D: Survey instrument (June 22 – July 12), cont.

11. What best categorizes your group (Check ☐ 1)? ☐ Alone ☐ Couple/partner ☐ Family ☐ Friends ☐ Family & friends

12. Including yourself, how many people are in your immediate travel party? ☐ #people in travel party

13. How many of your travel party are...

☐ #Younger than 12 years ☐ #12 to 17 years old ☐ #18 to 35 years old  
☐ #36 to 50 years old ☐ #51 to 69 years old ☐ #70+ years old

14. While on this trip, which of the following activities will members of your travel party participate in? (Check ☐ all that apply.)

|  |  |   |
|--|--|---|
| <i>General</i>   | <i>Participating in</i>                        | <i>Visiting</i>   |
| <input type="checkbox"/> Dining out                      | <input type="checkbox"/> Biking                | <input type="checkbox"/> Amusement parks/carnivals      |
| <input type="checkbox"/> Driving on designated byways    | <input type="checkbox"/> Boating/sailing       | <input type="checkbox"/> Art museums                    |
| <input type="checkbox"/> Guided tour                     | <input type="checkbox"/> Boat cruise           | <input type="checkbox"/> Other museums                  |
| <input type="checkbox"/> Nightlife/evening entertain     | <input type="checkbox"/> Casino gaming         | <input type="checkbox"/> Friends/relatives              |
| <input type="checkbox"/> Sightseeing                     | <input type="checkbox"/> Canoeing/kayaking     | <input type="checkbox"/> Historic sites                 |
|  | <input type="checkbox"/> Fishing               | <input type="checkbox"/> Spa                            |
|  | <input type="checkbox"/> Golfing               | <input type="checkbox"/> Water parks                    |
|  | <input type="checkbox"/> Hiking                | <input type="checkbox"/> Wineries/breweries             |
| <i>Attending</i>   | <input type="checkbox"/> Swimming/water sports | <input type="checkbox"/> Other attraction (What? _____) |
| <input type="checkbox"/> Amateur/collegiate sport events | <input type="checkbox"/> Wildlife viewing      |   |
| <input type="checkbox"/> Classical music concerts        |  | <i>Shopping</i>   |
| <input type="checkbox"/> College tour/college visit      |  | <input type="checkbox"/> Arts, crafts, antiques         |
| <input type="checkbox"/> Fairs or festivals              |  | <input type="checkbox"/> General mall shopping          |
| <input type="checkbox"/> Popular music concerts/shows    |  | <input type="checkbox"/> Gifts/souvenirs                |
| <input type="checkbox"/> Professional sporting events    |  | <input type="checkbox"/> Mall of America                |
| <input type="checkbox"/> Youth sporting events           |  | <input type="checkbox"/> Outlet shopping                |

15. During this trip, have you made any changes to your original plans because of other travelers' opinions, reviews, photos, videos, or other information that you found in social media websites?

☐ I have not changed my plans based on social media  
☐ I did make a few changes to my plans  
☐ I made significant changes to my plans

*Finally, a few questions about you.*

16. In what year were you born? 19\_\_

17. What is your total annual household income, before taxes?

☐ Less than \$50,000 ☐ \$50,000-\$100,000 ☐ \$100,000+

18. Are you... ☐ Male ☐ Female ☐ Prefer not to answer

19. Are you currently a resident of:

☐ United States, Home zip code: \_\_\_\_\_  
☐ Canada, Home postal code: \_\_\_\_\_  
☐ Other country, Please specify: \_\_\_\_\_

For Administrative purposes only: WEEKDAY WEEKEND (Fri 12 pm-Sun)

Date: \_\_/\_\_/\_\_ Time: \_\_ am/pm Community: \_\_\_\_\_

Site type: 1 2 3 4 5 6 (1, Accommodations; 2, Attractions; 3, Events; 4, Retail; 5, Outdoor; 6, other)

## Appendix E: Survey instrument (July 13 – August 19)



### Bloomington/MOA Visitor Survey 2012

**1. What was the primary reason that you made this leisure trip to the area? (Check ☐ only 1)**

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Attractions/family fun           | <input type="checkbox"/> Festival/event         | <input type="checkbox"/> Museums/historic sites   |
| <input type="checkbox"/> Online deal (ie. Group on, etc.) | <input type="checkbox"/> Outdoor recreation     | <input type="checkbox"/> Romantic getaway         |
| <input type="checkbox"/> Shopping                         | <input type="checkbox"/> Sporting event         | <input type="checkbox"/> Theaters/performing arts |
| <input type="checkbox"/> Visit family/friends             | <input type="checkbox"/> Other (Explain: _____) |   |

**2. How far in advance did you plan this trip? (Check ☐ only 1)**

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Less than 2 weeks             | <input type="checkbox"/> 2 to 4 weeks (1 month)         | <input type="checkbox"/> 5 to 8 weeks (1 to 2 months) |
| <input type="checkbox"/> 9 to 13 weeks (2 to 3 months) | <input type="checkbox"/> 13+ weeks (more than 3 months) |   |

**3. What information sources did you use to plan this trip? (Check ☐ all that apply)**

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Area/destination website | <input type="checkbox"/> Area/destination visitor guide | <input type="checkbox"/> Area/destination e-newsletter |
| <input type="checkbox"/> Friends/family           | <input type="checkbox"/> Magazine ad                    | <input type="checkbox"/> Newspaper                     |
| <input type="checkbox"/> Online travel reviews    | <input type="checkbox"/> Online travel sites            | <input type="checkbox"/> Radio                         |
| <input type="checkbox"/> Which ones?              | <input type="checkbox"/> Which ones?                    | <input type="checkbox"/> Travel agent                  |
| <input type="checkbox"/> Expedia                  | <input type="checkbox"/> Facebook                       | <input type="checkbox"/> Travelocity                   |
| <input type="checkbox"/> Trip Advisor             | <input type="checkbox"/> Twitter                        | <input type="checkbox"/> Other (what? _____)           |
| <input type="checkbox"/> Hotwire                  | <input type="checkbox"/> Kayak                          |  |
| <input type="checkbox"/> Priceline                | <input type="checkbox"/> Orbitz                         |  |

**4. Which of the information sources you checked above was the most important? Please circle it in the question above.**

**5. Which of the following will you use to share or get information about your travel during this trip? (Check ☐ all that apply)**

- |                                      |                                       |   |                                    |  |
|--------------------------------------|---------------------------------------|---|------------------------------------|--|
| <input type="checkbox"/> Facebook    | <input type="checkbox"/> Foursquare   | <input type="checkbox"/> Internet/websites      | <input type="checkbox"/> Instagram | <input type="checkbox"/> iPad / tablet |
| <input type="checkbox"/> Mobile apps | <input type="checkbox"/> Text message | <input type="checkbox"/> Twitter                | <input type="checkbox"/> Pinterest | <input type="checkbox"/> QR codes      |
| <input type="checkbox"/> Smartphone  | <input type="checkbox"/> Yelp         | <input type="checkbox"/> Other (Explain: _____) |                                    |  |

**5A. Are you using technology for (check all that apply):**

- |                                     |  |  |  |   |
|-------------------------------------|--|--|--|---|
| <input type="checkbox"/> Directions | <input type="checkbox"/> App Downloads | <input type="checkbox"/> Restaurant Reviews/Reservations | <input type="checkbox"/> Discounts/Deals/Coupons | <input type="checkbox"/> Social Sharing |
|-------------------------------------|--|--|--|---|

**6. Including this trip, how many times have you travelled to the area...**

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> In the last 12 months? | <input type="checkbox"/> times last 12 months |   |
| <input type="checkbox"/> ever?                  | <input type="checkbox"/> times ever           | <input type="checkbox"/> OR <input type="checkbox"/> too many to remember |

**7. What was your primary mode of transportation you used for this trip?**

- |                                     |                                    |   |                                |  |
|-------------------------------------|------------------------------------|---|--------------------------------|--|
| <input type="checkbox"/> Airplane   | <input type="checkbox"/> Bicycle   | <input type="checkbox"/> Bus                      | <input type="checkbox"/> Boat  | <input type="checkbox"/> Car, van, truck |
| <input type="checkbox"/> Motorcycle | <input type="checkbox"/> RV/Camper | <input type="checkbox"/> Train/Light Rail Transit | <input type="checkbox"/> Other |  |

**8. How many nights are you staying in the Minneapolis-St Paul area? ☐ # of nights (if 0, go to question 11)**

**9. Are you staying overnight....( Check ☐ only 1)**

*In paid accommodations*

- ☐ A hotel/motel/historic inn  
☐ A bed and breakfast  
☐ A vacation home/condo/cabin I rented  
☐ In a campground

*In accommodation with no charge*

- ☐ At the home of family or friend  
☐ At my vacation home/condo/cabin  
☐ At a campground with no fee  
☐ Other (what? \_\_\_\_\_)

**10. What was the primary reason you chose this lodging (Check ☐ only 1)?**

- |   |  |  |  |
|---|--|--|--|
| <input type="checkbox"/> Free parking           | <input type="checkbox"/> Hotel amenities | <input type="checkbox"/> Hotel brand           | <input type="checkbox"/> Location                    |
| <input type="checkbox"/> Loyalty/reward program | <input type="checkbox"/> Price           | <input type="checkbox"/> Special offer/package | <input type="checkbox"/> Sustainable/green practices |

**11. What best categorizes your group (Check ☐ 1)? ☐ Alone ☐ Couple/partner ☐ Family ☐ Friends ☐ Family & friends**

## Appendix E: Survey instrument (July 13 – August 19), cont.

12. Including yourself, how many people are in your immediate travel party? \_\_\_ #people in travel party

13. How many of your travel party are...

\_\_\_ #Younger than 12 years    \_\_\_ #12 to 17 years old    \_\_\_ #18 to 35 years old  
 \_\_\_ #36 to 50 years old    \_\_\_ #51 to 69 years old    \_\_\_ #70+ years old

14. While on this trip, which of the following activities will members of your travel party participate in? (Check ☐ all that apply.)

|  |  |   |  |
|--|--|---|--|
| <i>General</i>   | <i>Participating in</i>                        | <i>Visiting</i>   | <i>Attractions</i>                             |
| <input type="checkbox"/> Dining out                      | <input type="checkbox"/> Biking                | <input type="checkbox"/> Amusement parks/carnivals            | <input type="checkbox"/> Nickelodeon Universe  |
| <input type="checkbox"/> Driving on designated byways    | <input type="checkbox"/> Boating/sailing       | <input type="checkbox"/> Art museums                          | <input type="checkbox"/> SEA LIFE Aquarium     |
| <input type="checkbox"/> Guided tour                     | <input type="checkbox"/> Boat cruise           | <input type="checkbox"/> Other museums                        | <input type="checkbox"/> MN Zoo                |
| <input type="checkbox"/> Nightlife/evening entertain     | <input type="checkbox"/> Casino gaming         | <input type="checkbox"/> Friends/relatives                    | <input type="checkbox"/> Science Museum of MN  |
| <input type="checkbox"/> Sightseeing                     | <input type="checkbox"/> Canoeing/kayaking     | <input type="checkbox"/> Historic sites                       | <input type="checkbox"/> Water Park of America |
|  | <input type="checkbox"/> Fishing               | <input type="checkbox"/> Spa                                  | <input type="checkbox"/> American Girl         |
|  | <input type="checkbox"/> Golfing               | <input type="checkbox"/> Water parks                          | <input type="checkbox"/> Lego                  |
|  | <input type="checkbox"/> Hiking                | <input type="checkbox"/> Wineries/breweries                   | <input type="checkbox"/> Theatres at MOA       |
| <i>Attending</i>   | <input type="checkbox"/> Swimming/water sports | <input type="checkbox"/> Other attraction (What? _____)       |  |
| <input type="checkbox"/> Amateur/collegiate sport events | <input type="checkbox"/> Wildlife viewing      | <i>Shopping</i>   |  |
| <input type="checkbox"/> Classical music concerts        |  | <input type="checkbox"/> Arts, crafts, antiques               |  |
| <input type="checkbox"/> College tour/college visit      |  | <input type="checkbox"/> General mall shopping (Where? _____) |  |
| <input type="checkbox"/> Fairs or festivals              |  | <input type="checkbox"/> Gifts/souvenirs                      |  |
| <input type="checkbox"/> Popular music concerts/shows    |  | <input type="checkbox"/> Mall of America                      |  |
| <input type="checkbox"/> Professional sporting events    |  | <input type="checkbox"/> Outlet shopping                      |  |
| <input type="checkbox"/> Youth sporting events           |  |   |  |

15. During this trip, have you made any changes to your original plans because of other travellers' opinions, reviews, photos, videos, or other information that you found in social media websites?

☐ I have not changed my plans based on social media  
☐ I did make a few changes to my plans  
☐ I made significant changes to my plans

*Finally, a few questions about you.*

16. In what year were you born? 19\_\_\_

17. What is your total annual household income, before taxes?

☐ Less than \$50,000    ☐ \$50,000-\$99,999    ☐ \$100,000-\$149,999    ☐ \$150,000-\$199,999    ☐ \$200,000-\$249,000    ☐ \$250,000+

18. Are you... ☐ Male    ☐ Female    ☐ Prefer not to answer

19. Are you currently a resident of:

☐ United States, Home zip code: \_\_\_\_\_  
☐ Canada, Home postal code: \_\_\_\_\_  
☐ Other country, Please specify: \_\_\_\_\_

For Administrative purposes only:    WEEKDAY    WEEKEND (Fri 12 pm-Sun)  
 Date: \_\_\_/\_\_\_/\_\_\_    Time: \_\_\_ am/pm    Community: \_\_\_\_\_  
 Site type: 1 2 3 4 5 6 (1, Accommodations; 2, Attractions; 3, Events; 4, Retail; 5, Outdoor; 6, other)